

UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

# NETWORK OF CHANGE

## CIVIL SOCIETY PARTNERSHIPS FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

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REGIONAL ENVIRONMENTAL CENTER



UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION



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## ABOUT THIS BOOKLET

This booklet presents examples of successful promotion of sustainable consumption and production (SCP) through civil society organisation (CSO) partnerships. In addition to CSOs themselves, the target audience for this booklet includes researchers, policy makers and businesses interested in working with CSOs. The booklet introduces a Network of Change with a focus on civil society organisations and presents five different CSO partnership models to promote SCP. With case study examples drawn from 16 partnerships, our aim is to encourage a broad spectrum of actors working on sustainability issues to engage in more CSO partnerships. The booklet contains new project ideas developed by CSOs from across Europe. It is our hope that these highlights, and project contacts, will serve to inspire further collaboration for sustainable consumption and production.

The proposed project ideas and this summary booklet are the outcome of a partnership between the UNEP/ Wuppertal Institute Collaborating Centre of Sustainable Consumption and Production GmbH (CSCP), the Centre for Sustainable Design (CfSD) and the Regional Environmental Center for Central and Eastern Europe (REC). This document brings together the main results of a two-year project entitled “CSO Platform on SCP”<sup>1</sup>, that was undertaken with funding support from the Seventh Research Framework Programme of the European Union. More information on this project and the partner organisations can be found at the end of this booklet.

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<sup>1</sup> The official name of the CSO Platform on SCP is DelibProcessSCP.

# WHAT IS SUSTAINABLE CONSUMPTION AND PRODUCTION? WHY ARE PARTNERSHIPS CRITICAL?

## What is Sustainable Consumption and Production?

To meet the challenge of creating a sustainable society it will be necessary to both enhance quality of life and reduce environmental impacts that arise from human activity. This is only achievable when a broad diversity of stakeholders, including civil society, are effectively engaged to address current unsustainable trends and seek out new and innovative methods of production and consumption. Sustainable consumption and production (SCP) aims to progressively increase life satisfaction while at the same time reduce emissions and resource consumption. Achieving SCP demands significant improvements in energy and resource efficiency as well as carbon productivity.

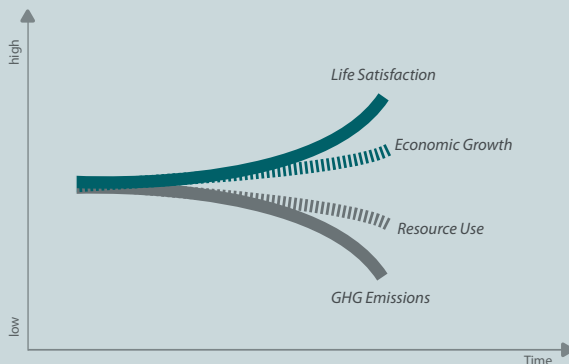


Figure 1. Sustainable consumption and production seeks to decouple life satisfaction and economic growth from resource consumption and greenhouse gas emissions.

The concept of sustainable consumption and production offers the opportunity to reach consensus on an overarching approach to a complex system. The appeal of SCP thinking to many stakeholders is the potential to develop an understanding of product or service life cycles and the relationships between demand on the consumption side and resource use, including energy, on the product and service production side. When considering impacts of products and services from a life cycle perspective it becomes possible to identify areas with the greatest sustainability impacts and consequently to highlight key 'hot spots' for intervention to change demand, supply, or both.

Since sustainable consumption depends on products and services, political facilitation and long term innovation (for example through research activities), it is necessary to involve a broad spectrum of stakeholders to address current unsustainable trends and ensure societies can begin to live within ecological limits. Although steps in the right direction have been made (e.g. legislative mitigation of greenhouse gas emissions), to enable a fundamental systemic change, actions at all levels of society are necessary.

Figure 2: Sustainable consumption as a political priority

## A POLITICAL PRIORITY – SUSTAINABLE CONSUMPTION AND PRODUCTION AT THE INTERNATIONAL AND EU LEVEL

Global actions: At the 2002 Johannesburg World Summit for Sustainable Development, participating countries pledged to work to promote sustainable consumption and production. At a 2003 follow up UN meeting in Marrakech, Morocco, countries agreed to develop a 10-year framework plan for sustainable consumption and production. This so-called ‘Marrakech Process’ has been carried out through roundtable discussions within regions (Europe, Latin America, Africa and Asia-Pacific) and across regions. The work to develop the 10-year framework plan is divided into seven task forces, each focussing on a specific aspect of sustainable consumption and production.

European actions: An EU action plan on sustainable consumption and production and sustainable industrial policy was published in July of 2008 and focuses on actions that support “smarter consumption”. The action plan is intended to facilitate creation of new ecodesign standards for a wide range of products as well as support consumers in making eco-friendly purchasing decisions. The plan proposes enhanced energy efficiency and environmental labelling standards in combination with incentives to encourage production and consumption of eco-friendly products, including green public procurement. For retailers, the action plan proposes the establishment of a forum to support the design of more sustainable value chains and consumer education. Other important elements of the action plan include support for emerging environmentally friendly economic sectors in Europe and internationally.

## NETWORK OF CHANGE

The challenges linked to changing consumption and production patterns are numerous, however there are an equally numerous and diverse set of solutions available. A wide range of good practice examples in achieving positive change exist today. Using renewable energy and increasing energy efficiency, preventing and recycling waste, and improving flows of information about production processes are strategies that are already supporting sustainable consumption. All stakeholders in society have a role to play in achieving the necessary economic and lifestyle changes. Individuals, government, CSOs or business cannot achieve widespread systemic changes when working alone. Long-term partnerships are necessary to identify sustainable alternatives and to bring about the required legal, institutional, economic and social changes.

Figure 3 depicts the need for partnerships as a “Network of Change”. This network illustrates the shared responsibilities and cooperation opportunities among different stakeholders in society. The role for government is to provide and adjust the regulatory framework that supports SCP. The role for business is to produce and sell goods and services that are sustainable across lifecycles. The role for academia is to inspire and relate knowledge and information on how to improve sustainability at various levels. CSOs have a unique and valuable position in advancing SCP given their potential for forging effective connections with academia, policymakers, consumers and the business community.

Finally, the role for consumers is to make sustainable consumption decisions based on a framework provided by all the stakeholders.



Figure 3. The network of change connecting key actors in society (CSCP, 2010). The focus in this booklet is on civil society organisations (CSOs).

Partnerships between all these stakeholders are often needed to achieve lasting change. This booklet focuses on partnerships between civil society organisations and other stakeholders. We explain and give examples of how civil society organisations can be better engaged in research and policy processes as well as in creating more sustainable businesses and commercial opportunities. To read more on partnerships related to business, please see the CSCP publication entitled *Partnerships for Sustainable Consumption*.<sup>1</sup>

## WHY PARTNER WITH CSOS?

Sustainable consumption and production is a truly cross-cutting ambition. Although CSOs are one of many stakeholders that can take action on SCP, these organisations occupy a unique and valuable position given their potential to connect with academia, policy-makers, consumers and the business community. CSOs possess the capacity to bring issues forward into public discussion as well as bring diverse stakeholders together. Many innovative, new and profitable sustainability solutions began through the work of civil society organisations, including car sharing, city bikes or online second-hand shops. In the realm of environmental legislation and the evolution of societal norms, recycling serves as another example. Through effective campaigning CSOs initiated and brought paper recycling to the mainstream in the 1980's.

In twenty years, recycling was raised from a niche action to becoming the responsibility of nearly all members of society through both legislative requirements and social norms in many countries.

Partnering with CSOs is often a win-win proposition. For example, through partnerships with civil society organisations academics can see the results of their research applied in practice and gain insights into the information and research needs of society. CSOs can obtain valuable evidence-based research data on emerging consumption trends, and drivers and impacts that will support their strategies and actions. Table 1 below provides examples of the benefits that arise to different stakeholders through CSO partnerships.

Benefit for Researchers	Benefit for Governments	Benefit for Business
Obtain greater knowledge of research needs	Raise citizens' interest and ownership of SCP policies	Improve access to relevant actors and networks and engage with the wider public
Enlist CSOs in bringing scientific findings into public discussion and inspire application of findings	Foster acceptance of new SCP policy instruments and innovative policy initiatives	Increase credibility and legitimacy, win 'licence to operate' by engaging CSOs and developing SCP solutions that are broadly accepted
Gain insights into cultures, lifestyles and local experiences	Build support for more ambitious policy agendas	Provide consumers with reliable and transparent information at the right time
Obtain support in promoting SCP opportunities in daily lives of consumers	Improve outreach to local communities and citizens and provide new participation possibilities	Provide effective communication about sustainable products and services

Table 1. Reasons for different stakeholders to enter into partnerships with civil society organisations.



# FIVE WAYS TO PARTNER WITH CSOS FOR SCP

## INTRODUCING FIVE TYPES OF PARTNERSHIP FOR MOVING TOWARDS SCP

Partnerships are considered here as the collaboration of two or more organisations working together to achieve synergistic goals that cannot be accomplished by individual organisations on their own. To illustrate the benefits and diversity of potential partnerships, this booklet presents five common SCP partnership types (see Table 2).<sup>2</sup> This selection of partnership types does not represent all possible partnership types, but rather concentrates on five areas where both CSOs and external partners have a high potential for mutually beneficial collaboration relationships.<sup>ii</sup>

In the following chapters we present these five partnership types in more detail and also provide a variety of case examples to elaborate on potential roles for CSOs and the benefits to both CSOs and their partner organisations in the context of advancing SCP. The case examples presented here are projects where partnerships have been demonstrated as successful in practice. We also present the most promising new project concepts developed within the CSO Platform on SCP project.<sup>3</sup>

Additional information on the projects and organisations that were involved is presented at the end of this booklet in the hope of inspiring new and enhanced future partnership projects.

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<sup>2</sup> Surveys conducted by the CSCP and others have shown that CSOs use many strategies to achieve their objectives. Common strategies include public campaigns, awareness raising efforts, composing and releasing public statements and obtaining expert opinions, taking part in political discussions, conducting studies to fill knowledge gaps, lobbying and organising demonstrations. For more information on the CSCP survey and the related project, please visit the project website at [www.action-town.eu](http://www.action-town.eu)

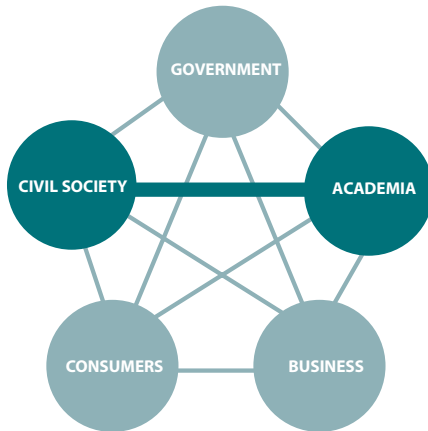
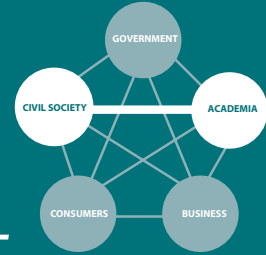
<sup>3</sup> Additional case examples and new project ideas can be found on the project website [www.scp-dialogue.net](http://www.scp-dialogue.net)

Partnerships for...	Possible involvements of CSOs	Potential partners for CSOs are...
<b>A</b> Publishing challenging or controversial evidence	Identify and understand SCP issues, fill knowledge gaps through research, develop and publish evidence	Universities, scientific organisations, research centres, think tanks, government authorities
<b>B</b> Successful consumer focused campaigns	Run public campaigns with a consumer oriented focus	Industry or trade associations, large firms, trade unions, retail organisations, media
<b>C</b> Improving political processes	Engage and partner with governments by taking an active role in political and research discussions, ideally to re-define or challenge the agenda. Be part of the political processes from the outset	Government authorities at local, national, EU, and international levels
<b>D</b> Engaging communities	Engage at the grass roots level with community groups to achieve behaviour change and build political momentum	Local networks, online communities, Web 2.0 platforms
<b>E</b> Convening multi-stakeholder processes	Be an active stakeholder in convening and contributing toward multi-stakeholder processes	All partners identified above

Table 2. Five CSO partnership types for sustainable consumption and production.

# A

## PARTNERSHIPS FOR PUBLISHING CHALLENGING OR CONTROVERSIAL EVIDENCE



Partnerships that are formed for the purpose of publishing challenging or controversial evidence often involve the research community and CSOs and aim to bring scientific evidence to the attention of a broader audience. Among other objectives, these partnerships generally aim to:

- Provide CSOs with up-to-date facts and knowledge to inform their daily work
- Present the research needs of society to the research community and reinforce the societal dimension of research
- Bring the results of scientific research to the attention of the public

### WHY ENGAGE IN SUCH PARTNERSHIPS...

Partnerships between researchers and CSOs aim to bring together those working in the academic world and those who work in practise in the field. Partnerships between researchers and CSOs are necessary to bring together diverse knowledge, visions and values. The goal is not to make citizens assume roles as researchers, but rather to enable both citizens and researchers to learn from each other and enable progress toward valid and accepted SCP solutions. CSOs can be important in bringing this vision to reality by serving as a link between researchers and citizens. For example, the development of new tech-

nologies is important but insufficient in isolation from consumers who will need to see a need to adapt their lifestyles to accommodate those innovations.

Supporting research community-CSO partnerships is today a formal objective of the European Commission. In the “Ljubljana Process – towards a full realisation of the European Research Area (ERA)”, launched in 2008, the Council of the European Union expressed an opinion that civil society should be actively engaged in the governance of the ERA together with universities and research organisations.<sup>iii</sup> In accordance with the direction of the Council, the European Commission is working to enable these types of partnerships by providing dedicated funding support for research projects that actively involve CSOs.<sup>4</sup>

### **... TO PROVIDE CSOS WITH UP-TO-DATE FACTS AND NEW KNOWLEDGE TO INFORM THEIR DAILY WORK**

Researchers working with SCP are often producing research results that CSOs lack in their work, specifically, published evidence and research findings about consumption and production. Up-to-date information and new knowledge is especially useful for CSO campaigns. While researchers are skilled in collecting evidence, CSOs are often highly skilled in popularising and communicating scientific information to the public.

Moreover, CSOs can be much more than consumers of scientific findings. Successful collaboration between CSOs and universities or research organisations can offer meaningful support to academia, including students, to integrate their research interests into the public discussion and societal actions while at the same time providing CSOs with the information they require to be effective. In Finland, a collaboration effort between the Finnish Association for Nature Conservation (FANC) and a number of universities within the FIN-MIPS project produce new multidisciplinary research results on private household consumption.

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<sup>4</sup> See for example the Science in Society Programme of the EU: <http://ec.europa.eu/research/science-society>

# CASE EXAMPLE:

## FIN-MIPS HOUSEHOLD PROJECT

**COORDINATOR:** Finnish Association for Nature Conservation (FANC)

**PARTNERS:** Ministry of the Environment, Ministry of Employment and the Economy, Retailer Kesko Ltd, Cities of Lahti and Helsinki, Päijät-Häme Waste Disposal Ltd., Ekokumppanit Ltd. and Sustainable Consumption Network comprising 20 Finnish NGOs

**FACT:** Natural resource consumption is increasing and remains far from sustainable. Private households are responsible for 40-75 % of natural resource consumption in Finland.

**CHALLENGE:** Households lack an awareness of their resource consumption. Existing efforts to raise awareness are not directed toward the most relevant issues and there is too great a focus on waste and recycling. Furthermore, not enough information is available on the natural resource consumption of private households for policy makers.

**CSO RESPONSE:** This project tested the ‘ecological backpack’ indicator to estimate natural resource consumption of 27 Finnish households. Households kept records of

their consumption over a 6 week period and were provided an estimate of their ecological backpacks relative to other households. As a follow up, focus group interviews were organised with participating householders to discuss opportunities for change.

**BENEFITS:** The project produced new information, policy recommendations and awareness raising materials on necessary steps toward more sustainable lifestyles. In addition, an online calculation tool was created to enable the results to be widely disseminated. In total the project invited 13 students from different universities to write Bachelors and Masters Thesis papers on the basis of the project. The diversity of research projects provided a useful combination of approaches from a variety of scientific disciplines and methodologies. Further, new enthusiastic students were introduced to sustainable consumption



and production concepts. Finally, new evidence based data was actively brought into the public and scientific discussion by means of a number of papers, articles, posters and online materials.

**WEB:** [www.mips-online.fi](http://www.mips-online.fi), [www.onedidit.com](http://www.onedidit.com), [www.ymparisto.fi/default.asp?contentid=267389&lan=EN](http://www.ymparisto.fi/default.asp?contentid=267389&lan=EN)

### ...TO PRESENT THE RESEARCH NEEDS OF SOCIETY TO THE RESEARCH COMMUNITY AND REINFORCE THE SOCIAL DIMENSION OF RESEARCH

CSOs can be helpful and productive partners within research projects. Being close to private individuals and households, CSOs can bring different perspectives and visions to light and complement the research agenda, setting process in industry and the research community. This capacity of CSOs is useful not only in the shaping of research agendas, but also during the process of conducting research and ensuring that citizen voices and perspectives reinforce the social dimension of research.

In the CSO Platform on SCP project, CSO contributions include introducing topics such as sufficiency, degrowth and happiness. To further advance the discussion and understanding of SCP these new ideas will require a considerable quantity of new research. New research tools and indicators are also needed to measure social aspects such as happiness, and to relate this measure to economic and environmental welfare indicators. As an example of such a measure, the Happy Planet Index created by the New Economics Foundation (NEF) has been promoted and applied by many CSOs.

## CASE EXAMPLE: CAERPHILLY SUSTAINABILITY INDEX

**COORDINATOR:** UK County Borough Caerphilly

**PARTNERS:** Regional Government, New Economics Foundation (NEF), local residents

**FACT:** High levels of resource consumption and/or high GDP do not necessarily increase life satisfaction. New ways of measuring progress are needed.

**CHALLENGE:** Life satisfaction is difficult to measure. The Happy Planet Index developed by NEF combines environmental impact and human well-being to illustrate where happy and long life is reached within the Earth's environmental limits.

**PROJECT RESPONSE:** Caerphilly Sustainable Development Strategy "Living Better, Using Less" introduces a "Caerphilly Sustainability Index" inspired by the Happy Planet Index. It sets out a vision for a sustainable county borough where residents live longer, healthier, more fulfilled lives while consuming fewer resources. The project website presents a questionnaire for site visitors to calculate their personal sustainability score and relate scores to the broader community.



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## ... TO BRING THE RESULTS OF SCIENTIFIC RESEARCH TO THE ATTENTION OF THE PUBLIC

In addition to producing new knowledge, partnerships formed for the purpose of publishing challenging evidence are important for disseminating new information to consumers. Sustainability issues are often complex and require a parallel examination of ecological, economic and social aspects. Sustainable eating, for instance, requires food products that impose not only minimal environmental impacts during production but that are also consumed in moderate, healthy quantities and that do not produce excess waste during storage and preparation. CSOs can offer valuable support in combining different research results and communicating those results to consumers. As example of such an initiative, environmental and health aspects of sustainable eating were jointly promoted in Hungary through a partnership initiative between CSOs and university eco-clubs.

**BENEFITS:** New issues of well-being are brought into public discussion and progress is measured. The average “Sustainability Score” for a resident in Caerphilly is 42.3 but the borough aims to increase that to 62.0 by 2030.

**WEB:** [www.happyplanetindex.org](http://www.happyplanetindex.org),  
[www.caerphillysustainability.co.uk](http://www.caerphillysustainability.co.uk)

# CASE EXAMPLE: PROMOTING HEALTH AND ENVIRONMENTAL AWARENESS

**COORDINATOR:** The Regional Environmental Center (REC), Hungary

**PARTNERS:** Environmental NGOs, consumer protection organisations, university eco-clubs, retailers, media and the REC Hungary Country Office.

**FACT:** Over 40% of Hungarian consumers shop at hyper-market chains and take advantage of services these large retailers offer to manage everyday life.

**CHALLENGE:** The “Environment and Health is in your Bag” communication campaign aimed to change shopping culture, consumption patterns and promote sustainable lifestyles.



## **CSO RESPONSE:**

To systematically approach their objective, the first step within the project was to evaluate the environmental and health awareness of Hungarian consumers. Next, availability/accessibility of organic products was measured followed by an assessment of consumer satisfaction with available product information to inform a countrywide information campaign aimed at encouraging sustainable consumption. Finally project outcomes in terms of environmental and health awareness among Hungarian consumers were evaluated.



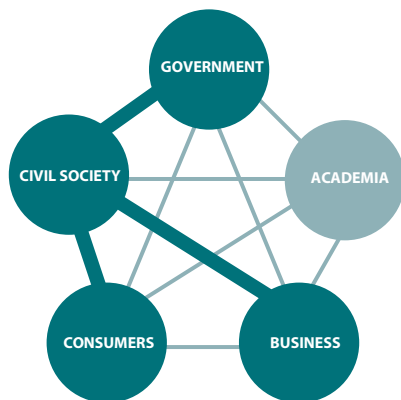
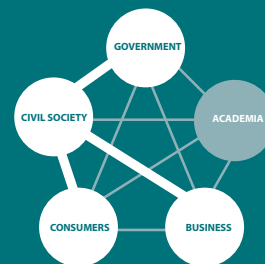
**BENEFITS:** Environmental and health awareness data was compiled for Hungarian consumers and the level of awareness on these sustainability issues increased measurably.

**WEB:** [www.rec.hu/fogyasztas](http://www.rec.hu/fogyasztas)



# B

## PARTNERSHIPS FOR SUCCESSFUL CONSUMER FOCUSED CAMPAIGNS



Partnerships for consumer focussed campaigns focus on providing consumers with better information on sustainable consumption choices. Providing information through information campaigns is central to raising consumer awareness on sustainable eating, housing and mobility choices. Among other reasons, these types of partnerships aim to:

- Provide consumers with reliable, transparent and accessible information at the right time
- Effectively communicate information about sustainable products and services
- Encourage changes towards sustainable lifestyles by promoting good examples

### WHY ENGAGE IN SUCH PARTNERSHIPS...

Consumer focused campaigns are needed to reduce the environmental and social impacts that arise during the use phase of products and services. The washing of textiles, the heating and cooling of buildings or the efficient use of kitchen appliances substantially influence the overall impact of products and services and these are activities that only consumers can control directly. To make the best use of technologies and product design improvements, it is necessary for consumers to be informed and motivated to adopt sustainable behaviour.

### ... TO PROVIDE CONSUMERS WITH RELIABLE, TRANSPARENT AND ACCESSIBLE INFORMATION AT THE RIGHT TIME

When entering into partnerships for consumer focused information campaigns it is important to involve partners capable of performing a “gate-keeping” function with potential to disseminate information to consumers. Given their position as the interface between suppliers and consumers retailers are an example of such an organisation with significant potential to encourage change in society.<sup>iv</sup> Being in direct contact with consumers, retailers influence consumer demand and also how products are used and disposed. Supermarkets are effective locations to communicate product related information that is relevant to the consumption choices of consumers. CSOs can support retailers by providing information on SCP opportunities and by evaluating the reliability of information provided by retailers.<sup>5</sup> Feedback from CSOs also provides an opportunity for retailers to improve their own performance of their shops and other facilities.

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<sup>5</sup> To learn more about CSCP's work with retailers visit <http://www.scp-centre.org/projects/ongoing-projects/retailers-role-towards-scp.html>

## CASE EXAMPLE: GREENING SUPERMARKETS

**COORDINATOR:** National Consumer Council, UK

**PARTNERS:** UK-based supermarkets, UK government



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**FACT:** Retailers possess significant potential to influence consumption choices. This influence can be used to encourage sustainable consumption choices, for instance by offering sustainably produced goods and providing information necessary for consumers to make informed choices.

**CSO RESPONSE:** The National Consumer Council (NCC) assessed the environmental performance of UK-based supermarkets by evaluating performance in

food transport, waste prevention, sustainable product sourcing and sustainable farming. The supermarkets were also asked directly about their actions on these fields. The evaluation revealed significant differences between stated and actual practice in the food retail sector.

**BENEFITS:** The project gained significant publicity and inspired a public discussion on the potential of supermarkets to influence environmental performance in the food retail sector as well as consumer behaviour.

**WEB:** [www.sustainweb.org/pdf/NCC132rr\\_greening\\_supermarkets.pdf](http://www.sustainweb.org/pdf/NCC132rr_greening_supermarkets.pdf)



© Laura Schmitter

## ... TO EFFECTIVELY COMMUNICATE INFORMATION ABOUT SUSTAINABLE PRODUCTS AND SERVICES

Communication about sustainability aspects of products and services is important to support smart consumption choices. The communication aspect increases in importance when retailers focus on developing environmental and social programmes. Retailers that provide green, organic or ethically produced products generally aim to actively communicate with consumers to highlight the sustainability aspects of products. This can be done for example with the help of either manufacturer or retailer labelling systems. Product labelling is one way to communicate about sustainable products and services however large quantities of information or too many different labelling systems can confuse consumers. An effective role for CSOs can be to provide comprehensive and reliable information to consumers on different labels as has been done in the Sustainable Shopping Basket case example outlined on the next page.

# CASE EXAMPLE: THE SUSTAINABLE SHOPPING BASKET

**COORDINATOR:** Institute on Market, Environment and Society GmbH (IMUG)

**PARTNERS:** German Council for Sustainable Development (RNE)

**CHALLENGE:** Day after day consumers make decisions that influence the environment. Consumers can have a positive impact on resource consumption and respect for human rights by making intelligent and conscious shopping decisions. However, information provided by large numbers of different product labelling schemes can be confusing in the absence of effective communication.



**RESPONSE:** “The Sustainable Shopping Basket” is a brochure that offers tips and advice for consumers in their day-to-day consumption decisions.<sup>7</sup> Presenting tools such as fruit and vegetable calendars, calculations and

information on different labelling systems, the aim of the brochure is to encourage readers to more closely consider the social, economic and environmental impact of purchasing decisions. As labelling schemes are constantly increasing in their diversity consumers and CSOs are encouraged to provide feedback and suggestions on how to further increase the quality of information in the booklet.

**BENEFITS:** The initiative aimed to open a discussion with consumers to explore and examine their opinions on sustainable lifestyle and consumption issues with the aim of suggesting ways to move from consumerism to activism. Consumers became informed about the importance of products that are not only sustainable, but also affordable even to members of society who face limited budgets.

**WEB:** [www.nachhaltigkeitsrat.de/en/projects/projects-of-the-council/nachhaltiger-warenkorb](http://www.nachhaltigkeitsrat.de/en/projects/projects-of-the-council/nachhaltiger-warenkorb)

## ... TO ENCOURAGE CHANGES TOWARDS SUSTAINABLE LIFESTYLES BY PROMOTING GOOD EXAMPLES

Consumer focused campaigns often reach active and aware consumers, the “forerunners”, who have an interest in sustainability issues. To reach consumers that are not yet interested in sustainable consumption requires partnerships between different stakeholders. For this group of consumers, the potential to save money can be an effective motivating factor, particularly with regard to energy consumption. MAMA-86, a Ukrainian NGO, achieved positive results applying this strategy within its Green Choice for Ukraine project.

# CASE EXAMPLE: GREEN CHOICE FOR UKRAINE

**COORDINATOR :** MAMA-86

**PARTNERS:** EU Technical Aid to the Commonwealth of Independent States (TACIS) programme together with the Netherlands Organisation for International Assistance (NOVIB)

**FACT:** The environment is often considered as a low priority and is perceived as an obstacle to economic growth.

**CHALLENGE:** Help is needed to make the transition to sustainable development in Ukraine through the promotion of organic farming, economically efficient and environmentally sound housing and environmental education.



**CSO RESPONSE:** One pillar of the “Green Choice for Ukraine” project was the development of a programme for economic and energy efficient housing in the city of Artemivsk. 268 local

residents of a multi-story apartment building participated within the project together with representatives of the local authority, students, experts, local businesses and housing cooperatives. Through the project motion

detecting light switches were installed to reduce lighting electricity consumption, hot water and central heating pipes were insulated, windows were modernised,

and cold and warm water meters and energy saving bulbs were installed. Twice monthly meetings were held to raise environmental awareness among the participants.

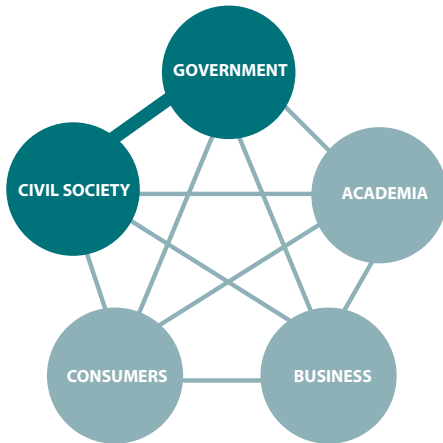
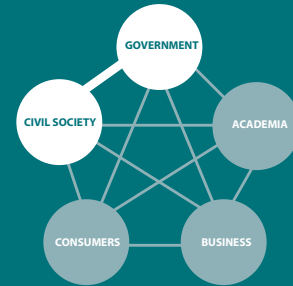
**BENEFITS:** The participants saw concrete and meaningful improvements in the energy efficiency of their building which significantly reduced costs. Electrical bills were reduced by 30%, heating cost was reduced by 70%, hot water cost reduced by fully 80% and overall water consumption was reduced by half. The building realised an increase in income of 20 USD monthly through revenues from recycling of formally discarded wastes. Indoor climate and air quality were substantially improved. Project participants were convinced of the value of the energy efficiency investments.

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



# C

## PARTNERSHIPS FOR IMPROVING POLITICAL PROCESSES



**G**overnments and CSO partnerships can be effective at improving political and governance processes. Such partnerships can be an important driver to:

- Increase interest and ownership of SCP policies among citizens
- Build support for new SCP policy instruments
- Build support for more ambitious policy agendas

### WHY ENGAGE IN SUCH PARTNERSHIPS...

The traditional role of CSOs in policy arenas is to direct efforts toward influencing policy makers through lobbying efforts, taking public positions on policy issues or organising public demonstrations. CSOs have also been invited by governments to comment on proposed legislation at different phases of legislative processes. Enhancing the level of engagement with CSOs can offer benefits to a wide group of stakeholders at all policy-making levels. Participants within the CSO Platform on SCP project indicated that there is significant interest in enhanced co-operation between the CSO community and governments at the local, national and EU level.<sup>6</sup>

<sup>6</sup> For more information about the three conferences held within the CSO Platform on SCP project see the conference reports online [www.scp-dialogue.net](http://www.scp-dialogue.net)

### ...TO INCREASE INTEREST AND OWNERSHIP OF SCP POLICIES AMONG CITIZENS

Strengthening the participation of CSOs in policy and research processes must begin with increasing the knowledge and ownership of policies among citizens. Increasing opportunities for citizen participation in decision-making processes can be at first slow and time-consuming however the outcome of such efforts is often a significant improvement in both governance quality and the value citizens place in their governance institutions. Here, the role of CSOs is to serve as a linkage between citizens and governments. Building the trust of citizens and winning their support for new policy is particularly challenging at the EU and international level. Although the citizens of the European Union generally perceive the EU as democratic in nature, there remains a perception of the EU as a somewhat remote institution.<sup>vi</sup> In the context of urban mobility, the EU Move Together Project addressed this challenge by creating a citizens forum to engage citizens EU-wide to play a role in developing new urban mobility policy.

## CASE EXAMPLE: MOVE TOGETHER PROJECT

**COORDINATOR:** Institute of Studies for the Integration of Systems (ISIS)

**PARTNERS:** Individual citizens, civil society organizations, researchers, non-profit organisations, International Association of Public Transport, municipalities at the local and regional level, media organisations.

**FACT:** Existing technology and research efforts often create technological solutions that do not fully analyse all of society's needs. Urban mobility as a major concern for citizens is an example of this phenomenon, as growing urban populations impose ever greater demand for transportation that in turn damages quality of life and negatively impacts the economy.



**CHALLENGE:** The challenge is threefold: first, to create a sense of ownership among citizens for EU policy, second to make policy understandable and relevant, and third to render EU institutions accountable and responsive to those they serve.



**CSO RESPONSE:** The Move Together project focused on raising the awareness of citizens regarding EU research on sustainable transportation in the urban environment. The aim is to make people aware of EU transportation research and how the outcome of this research can support enhanced urban quality of life through safe, secure, environmentally friendly and efficient urban transportation. Research topics include re-inventing concepts of public mobility and defining a ‘new modernity’ for an aging European continent. The project invited 27 individual citizens to participate the project with representation drawn from each EU member state.

**BENEFITS:** Raising awareness about current or expected achievements of EU research is expected to help citizens and decision makers from across Europe to

‘move together’ towards a new and more sustainable urban mobility culture by learning from the lay-person’s experience.

**WEB:** [www.move-together-exhibition.net](http://www.move-together-exhibition.net)

### ... TO BUILD SUPPORT FOR NEW SCP POLICY INSTRUMENTS

CSOs are good partners that can facilitate participatory decision making processes and help build support for challenging and innovative policy initiatives. In many cases, implementing sustainable consumption and production initiatives can prove far more challenging than anticipated during planning processes. CSOs can play an important role in many actions during the implementation phase, including communication, resource mobilisation, institutionalisation and governance, as well as within monitoring and evaluation processes.<sup>vii</sup> For example, taxation systems are known as an efficient policy instrument to support green businesses and to encourage sustainable choices but new taxes often meet with resistance from citizens. In Sweden focussed efforts by CSOs to communicate the benefits of a new road congestion tax led to a successful implementation of what was at the time a controversial proposal.



# CASE EXAMPLE: STOCKHOLM CONGESTION TAX

**PARTNERS:** Swedish Green Party, Swedish Society for Nature Conservation, Swedish Government

**FACT:** In large cities, private automobiles are a major source of emissions of both CO<sub>2</sub> and other pollutants responsible for serious local air quality impacts.

**CHALLENGE:** Economic instruments have been shown to be effective but their application is often resisted by citizens making implementation difficult in practice. The challenge is to identify a means by which effective economic instruments can be implemented to support SCP.

**RESPONSE:** In response to CSO lobbying efforts and with support of the Green Party, a “congestion tax” was implemented in central Stockholm in August of 2007 with the primary purpose of reducing traffic congestion and improving air quality in the region.

First proposed by the Swedish Green Party the congestion tax proposal faced significant resistance from local residents of Stockholm who were concerned about additional taxes with uncertain benefits. Because of this concern, it was decided to test the policy during a seven-month trial period to enable government and residents to evaluate impacts of the new tax. At the close of the trial period a referendum was held over the permanent imposition of the congestion tax.

As part of its commitment, government agreed that all revenues from the new tax would be earmarked for investment in Stockholm’s public transportation system.

**BENEFITS:** During the trial-period traffic in the Stockholm inner city fell by 20-25% and carbon dioxide emissions fell by some 14%. Several environmental NGOs devoted resources toward building support among

Stockholm’s residents. The Swedish Society for Nature Conservation developed traffic congestion models and engaged the media to promote the benefits of the congestion tax. On the basis of their findings and expertise, the Swedish Society for Nature Conservation was able to offer recommendations to the Swedish Environmental Advisory Council on how to better promote the congestion tax programme. As the benefits of the tax emerged attitudes among the general public and business owners became more positive. The congestion tax later came into permanent effect following a successful public referendum.

**WEB:** <http://www.stockholmsforsoket.se/templates/page.aspx?id=183>



© Wikimedia/Tagge/Besta

## ... TO BUILD SUPPORT FOR MORE AMBITIOUS POLICY AGENDAS

Partnerships to build support for more ambitious policy agendas can be established between governments and CSOs but also between CSOs and other stakeholders. Offering CSOs an opportunity to participate in the policy formulation process from the beginning can lead to innovative final outcomes. Governments can support the long-term engagement of CSOs by offering opportunity to participate in committees, by providing resources and supporting CSO capacity building programmes. CSOs can also enter into partnerships with government or the academic community to attempt to build support for a more ambitious policy agenda. An example is the case of the European Environmental Bureau (EEB) Blueprint for SCP, published in May 2009. The blueprint was published in response to the EU SCP Action Plan and proposes to develop new linkages between a diverse set of mechanisms to create synergies and build critical mass in society. The blueprint also suggests numerous opportunities for partnerships in support of more effective policy implementation.



## CASE EXAMPLE: EEB BLUEPRINT FOR ACTION ON SCP

**COORDINATOR:** European Environmental Bureau (EEB)

**PARTNERS:** CSOs in the EEB network, SCP research community

**FACT:** According to the EEB, the SCP Action Plan launched by the European Commission in June 2008 in its current form is not enough to reorient the EU toward sustainable consumption and production.

**CHALLENGE:** To provide opportunity for CSOs to contribute to the development of the SCP agenda, to support CSO participation in decision making respecting actions of public institutions, and to encourage the business community and civil society to pursue SCP.

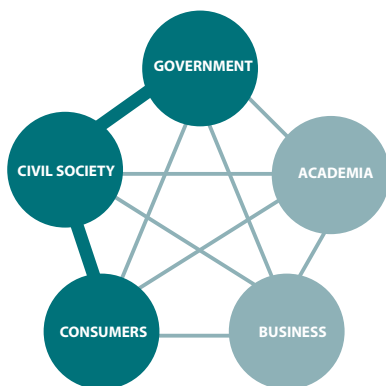
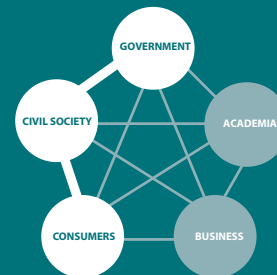
**CSO RESPONSE:** The EEB Blueprint for Action on SCP was the product of a joint effort between environmental and social organisations and the research community. The project brought together analysis, technical expertise, and civil society representation to communicate priority actions needed to change consumption and production patterns.

**BENEFITS:** The blueprint provides a clear overview of aspects of the EU SCP Action Plan that require improvement from the CSO/research perspective and concludes with recommended actions for public institutions, business and civil society.

**WEB:** [http://ec.europa.eu/environment/eussd/escp\\_en.htm](http://ec.europa.eu/environment/eussd/escp_en.htm), [www.eeb.org/publication/general.html](http://www.eeb.org/publication/general.html)

# D

## PARTNERSHIPS FOR ENGAGING COMMUNITIES



**P**artnerships for engaging communities are based on cooperation between local governments and CSOs as well as between individual consumers and local networks. Such partnerships can:

- Encourage engagement by providing easy participation opportunities
- Create a vision of SCP opportunities in everyday life
- Build awareness and acceptance of sustainable choices
- Build capacity in local neighbourhoods

### WHY ENGAGE IN SUCH PARTNERSHIPS...

Civil society is changing, and so are CSOs. New themes are appearing, such as the Lifestyles of Health and Sustainability movement (LOHAS).<sup>viii</sup> These movements are often structured very differently than traditional civil society movements by being organised around new and informal online communities. Often they are closely linked to media and interested to act over the short-term in pursuit of single issues. Some new movements are very well connected through social media/web 2.0 tools (Facebook, MySpace, blogs, etc.) or in some cases exist entirely online. There is a strong potential to create partnerships between these movements/communities and governments. New social media can be used to bring top-down policies much closer to citizens, and CSOs can support the discussion between top-down and bottom-up processes via online platforms.

These new civil society communities can be important partners to support implementation of sustainable consumption and production initiatives; in the end the support of citizens is fundamental to making SCP a reality. Sustainable lifestyles look different in different places and it is local people that possess expertise on the unique aspects of their own culture and region. The support of local level CSOs is particularly relevant in communicating linkages between critical SCP issues - food, energy, housing, skills, finance, education, culture, etc. – and how these issues depend on people’s daily decisions.

### ... TO ENCOURAGE ENGAGEMENT BY PROVIDING EASY PARTICIPATION ALTERNATIVES

Engaging with communities often means involving people who voluntarily give their time in support of issues they consider important and beneficial to their communities. Many opinion surveys indicate that the ways citizens participate in civil society organisations are changing. Time and work pressure are increasingly causing citizens to engage to work on single-issue and/or short-term engagements.<sup>ix</sup> Accordingly, increasing the ease of access to opportunities for participation with CSOs is becoming more and more important.

The Carrotmob movement is an example of how participation in promoting SCP can be made as easy as possible by engaging people, building local communities and supporting sustainable business through new social media.

## CASE EXAMPLE: CARROTMOB MOVEMENT

**COORDINATOR:** Local Carrotmob networks: anyone can initiate a local action

**PARTNERS:** Governments, SMEs, large companies, local of active people

**FACT:** The “power of many” has been shown to be effective in stimulating change. Many people want to do something concrete to support sustainable consumption but lack information on how they can make a contribution.

**CHALLENGE:** To mobilise people to take positive action without imposing large time commitments on those who are only able to engage on a short-term basis.

**CSO RESPONSE:** Carrotmob is a means of activism that leverages consumer power to make responsible business practise the most profitable choice. Businesses compete on doing the most good and then a ‘mob’ of consumers, coordinated within the “Carrotmob” movement, purchases the products of the winning business sponsor as a reward, otherwise known as a “buycott”, the opposite of boycott.

**BENEFITS:** With beginnings in the U.S. the movement has spread globally by taking advantage of Facebook, Myspace, internet blogs and other social media. The “mobbing” has been targeted at businesses such as restaurants, supermarkets, cinemas, bars and even libraries.



© Harshita Khosla/istockphoto



**WEB:** <http://carrotmob.org>, search for local movements from web 2.0 tools



### ...TO CREATE A VISION OF SCP OPPORTUNITIES IN EVERYDAY LIFE

Maps are tools that can enable people to visualise the needs of the people living within a certain space. Communication is important when people live together as it enables people to share information and provide mutual support. Through a communication tool such as open online mapping, efforts of different stakeholders can be combined in support of sustainability. By enabling local authorities, societies and individual citizens to access online mapping tools these stakeholders can be empowered to identify the availability of sustainable products, services and activities in a given region.

## CASE EXAMPLE: MAPPING FOR CHANGE

**COORDINATOR:** Mapping for change

**PARTNERS:** London's Global University, London 21,  
local community

**FACT:** Maps do not always reflect the needs of people.

**CHALLENGE:** To create a comprehensive picture of local areas and regions (and of how these can change and develop) through the eyes of those who inhabit the space. To be successful citizens need to work together with local authorities and service providers.

**CSO RESPONSE:** With its mission “to empower people and communities to make a difference” this social enterprise supports the development of sustainable communities by providing participatory mapping services to communities, voluntary sector organisations, local authorities and developers using a suite of communication tools. The idea is to use the map as a tool for communication among stakeholders working with development and regeneration programmes, on low carbon initiatives, and local community services.

**BENEFITS:** Community maps can be of value to many different stakeholders, including local community groups and organisations that would like to highlight local projects.



**WEB:** [www.mappingforchange.org.uk](http://www.mappingforchange.org.uk)

### ... TO BUILD AWARENESS AND ACCEPTANCE OF SUSTAINABLE PRODUCTS AMONG CONSUMERS

Connecting local producers with local communities can be an effective mechanism to support sustainable consumption and production.



© wikimedia

When environmental reasons alone are insufficient to change consumption patterns, the social and economic benefits of supporting local producers can appeal to many consumers. For example, in the field of sustainable food, prices may discourage some consumers from choosing organic or fairly traded alternatives and this fact can pose serious difficulties for small producers hoping to compete against their larger counterparts. The Hungarian Open Garden Foundation provides an example of how organic and locally grown food can be made more appealing to consumers by promoting the connections between local communities, farmers and small and medium sized local companies.

# CASE EXAMPLE: ORGANIC AND LOCALLY GROWN FOOD

**COORDINATOR:** Open Garden Foundation, Hungary

**PARTNERS:** Cooperation between private families, local enterprises, local farmers, universities and international organic agriculture organisations

**FACT:** Hungarian consumers are conservative in their choice of vegetables. Many consumers visit local organic food markets primarily for the wide selection of products they offer. The fact that organic produce is available is a secondary concern. The EU has established minimum standards for organic food. Quality control, environmental and health issues are the responsibility of national level organisations in the member states.

**CHALLENGE:** To promote and deliver organic products to consumers at a price consumers perceive to be reasonable.

**CSO RESPONSE:** With a mission to promote sustainable community agriculture and healthy lifestyles, the Open Garden Foundation (Nytott Kert Alapitvány) in Hungary operates a home food delivery business in the Budapest area. The foundation's flagship product is the "Real Food Box" which is delivered to private homes on a weekly basis stuffed with organic vegetables, fruit and other groceries. Not only do the boxes fill a niche in the local market, they also mesh perfectly with the organisation's philosophy of providing community support for local agriculture (CSA) through cooperative partnerships with farmers and consumers. In addition to organising edu-

cational events about organic products the Open Garden Foundation serves as a liaison between local farmers and officials to support sustainable food production. The foundation also works to preserve gastronomic culture by building relationships with Slow Food International and with local Waldorf schools.

## **BENEFITS:**

- The Open Garden Foundation has provided a successful alternative food system since 1998 and its sales continue to grow
- Local jobs have been created and local farmers receive a guaranteed return
- Food miles have been reduced

**WEB:** [www.nytottkert.hu](http://www.nytottkert.hu)





### ... TO BUILD CAPACITY IN LOCAL NEIGHBOURHOODS

Partnerships aimed at building local neighbourhood capacities often aim to change consumer behaviour at the individual and community levels. Studies have shown that highlighting the good practice of other people in the community can be an effective means of motivating people to change behaviour. This strategy was employed by a California initiative that provided homeowners with information on their electricity consumption on electrical bills in relation to that of comparable neighbours. When faced with this information, many householders were motivated to take the necessary action to reduce their electrical energy consumption in ways they had not previously been prepared to consider.<sup>x</sup>

Partnerships that engage local communities can build support for sustainable consumption as well as build local neighbourhood capacity. Local communities can share products or change services, and by partnering with municipalities, there is potential that community engagement can accomplish considerably more. Local actions aimed at reducing pollution, climate change and dependence on oil can also reduce energy consumption, enhance the sustainability of the food supply, support product re-use, recycling and repair as well as enhance support for the arts. *Transition Towns* is an example of a citizen based movement that aims to promote the idea of achieving systemic change through an empowered local community. The goal of these communities is to face environmental problems while at the same time increase local resilience and enhance life quality.

## CASE EXAMPLE: TRANSITION TOWNS

**COORDINATOR:** Transition Towns

**PARTNERS:** Local people, local governments, business

**FACT:** Society is facing pollution, climate, and peak oil challenges.

**CHALLENGE:** To overcome these challenges through local community based action.



**CSO RESPONSE:**  
The Transition Towns movement aims to build local capability to enable people to face the problems of climate change and peak oil. The goal is for communities to eliminate

their dependence on oil, mitigate climate change and at the same time increase local resilience and life quality. The movement began in Ireland and today Transition Town communities can be found in Australia, USA and New Zealand. Transition Network Ltd. was established in 2006 with the aim of supporting current and potential new Transition Towns. Transition Towns have developed local systems for energy production, food production, product



re-use, recycling and repair, essential goods production, and several local community currencies have been developed.

To ‘transition together’ is understood to be a group of households that come together to address key environmental challenges (e.g. energy, water, food, waste, transportation). Transition Towns also offers training on building revenue sources, production of sustainable products and services as well as assistance to business and local government to understand sustainability issues and manage risks.

**BENEFITS:** Transition Towns have shown that in more than 130 countries it is possible to move from oil dependence to local resilience through joint action. Typical actions include the development of small scale energy companies to enable communities to take advantage of local wind, micro-hydro, or wood chip boilers or the joint purchase of solar panels. The Transition Town movement aims to pursue a positive vision and enable communities to serve as an example for others. The movement believes that positive and lasting environmental change is possible by empowering individuals in partnership with local communities and public authorities.

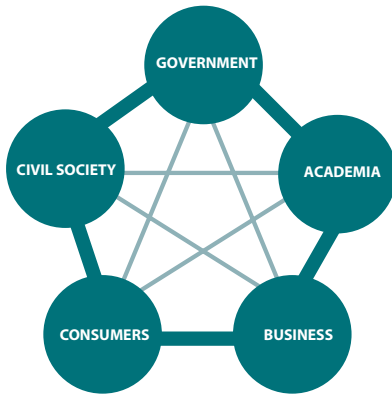
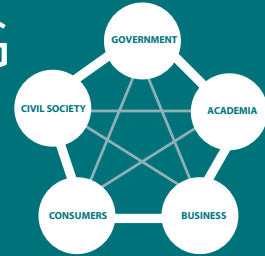
**WEB:** [www.transitiontowns.org](http://www.transitiontowns.org)



© Photopress

# E

## PARTNERSHIPS FOR CONVENING MULTI-STAKEHOLDER PROCESSES



**M**ulti-stakeholder processes can be an important tool to address cross-cutting SCP issues. This section examines multi-stakeholder partnerships that aim to:

- Share expertise on sustainable consumption practices
- Create reliable and transparent information instruments
- Support the development of SCP policy agendas

### WHY ENGAGE IN SUCH PARTNERSHIPS...

Multi-stakeholder processes aim to create space for communication to facilitate agreement on concrete collaborative steps that are needed to achieve short or long term change. To improve the chances of achieving lasting change, it is important to integrate the perspectives of a broad diversity of stakeholders that can influence or facilitate change or that possess necessary expertise to address a given problem. In the past CSOs have been under-represented in formal decision making processes and effective multi-stakeholder processes present an opportunity to bring the perspectives of these important stakeholders forward.<sup>xi</sup> Developing partnerships and building networks to facilitate multi-stakeholder processes is particularly important for smaller CSOs to have their voices heard in public discussions.

### ...TO SHARE EXPERTISE ON SUSTAINABLE CONSUMPTION PRACTICES

Companies, CSOs and governments can hold very different views on the type and content of information that

should be provided to consumers concerning products and services. Such a diversity of opinion and perspective also brings with it a broad diversity of expertise which can prove invaluable in identifying innovative solutions to sustainability challenges. “Forum Waschen” in Germany provides an example of a platform that integrates input from a diversity of consumer and environmental protection CSOs with an interest in the household laundry and dishwashing detergent sector. On an ongoing basis “Forum Waschen” works to draw upon expertise and knowledge from a diversity of perspectives to design sustainable consumption and production solutions.

## CASE EXAMPLE: FORUM WASCHEN

**COORDINATOR:** German Toiletries & Detergents Association (IKW - Industrieverband Körperpflege- und Waschmittel e.V.)

**PARTNERS IN THE MULTI-STAKEHOLDER PROCESS:** Over 30 representatives from scientific organisations, consumer and environmental protection groups, public authorities, trade unions, churches and industry together with the German Toiletries & Detergents Association (IKW)

**FACT:** Housework presents an opportunity to contribute to sustainability.

**CHALLENGE:** Environmentally sound laundry and dishwashing, including sensible water use, electricity consump-

tion and use of laundry detergents and dishwashing products, can make a valuable contribution to environmental and health protection.



**RESPONSE:** Forum Waschen is a stakeholder dialogue platform that aims to develop SCP action in the household detergent sector. The forum develops voluntary industry initiatives to support more sustainable use of detergents in households.

The forum provides regular information to consumers on the safe and sustainable use of cleaning products such as appropriate product dose recommendations for a given task (e.g. applying less product can be equally or more effective), the use of perfumes in products and importantly low impact methods of drying laundry. The initiative also promotes an annual Nationwide Action Day for Sustainable (dish) Washing.

**BENEFITS:** Long term trusted dialogue with relevant stakeholders has proven to be a significant step towards SCP in the household detergent sector. Consumers benefit from practical advice that can be applied in their day to day lives. The partnership facilitates the provision of reliable and transparent information on the use-phase of an important product and the various project partners provide useful input to ensure that information is comprehensible and accessible to consumers that use the product.

**WEB:** [www.forum-waschen.de](http://www.forum-waschen.de)

## ...TO CREATE RELIABLE, TRANSPARENT INFORMATION INSTRUMENTS

Multi-stakeholder partnerships can be effective mechanisms to develop instruments to communicate sustainability aspects of products or services to consumers. Product labels are an example of an information instrument that can require the input of a multi-stakeholder process to build transparency and reliability in the eyes of consumers. Accordingly, CSOs represent an important partner for business for the process of developing and overseeing evaluation criteria for labelling schemes.

## CASE EXAMPLE: RAINFOREST ALLIANCE AND NESPRESSO

**COORDINATOR:** Rainforest Alliance

**PARTNERS:** Nestlé Nespresso and local coffee producers

**FACT:** Some 38% of the land area of the earth is used for agriculture. Agriculture is also a large source of many pollutants and consumes vast quantities of water. Coffee plantations occupy some 12 million hectares of land to produce what has become the world's most traded agricultural product. Because of its large scale, even small sustainability improvements in the production of coffee can result in a significant reduction in overall environmental impact.

**CHALLENGE:** As the pace of conversion of forests to farmland accelerates, high impact agricultural practices continue to harm ecosystems and cause deforestation which can accelerate the cycle of poverty that is the reality faced by many farmers. An overriding objective is to diminish deforestation and break this cycle.



**CSO RESPONSE:** The Rainforest Alliance and Nestlé Nespresso agreed to collaborate on environmental issues within an “Ecolaboration” agreement. The goal of the agreement is to reduce environmental impacts resulting

from coffee cultivation and at the same time increase social development in tropical coffee producing regions. By 2013 Nestlé Nespresso aims to source 80% of their coffee from Rainforest Alliance Certified farms.

**BENEFITS:** Certified coffee plantations must comply with standards that cover all aspects of sustainable farming, including the conservation of soil and water, the protection of wildlife and forests, and ensuring that farm workers and women and children are guaranteed proper rights and benefits.

**WEB:** [www.rainforest-alliance.org/news.cfm?id=nespresso\\_ecolaboration](http://www.rainforest-alliance.org/news.cfm?id=nespresso_ecolaboration)

### ... TO SUPPORT THE DEVELOPMENT OF SCP POLICY AGENDAS

In many countries, overarching SCP policy agendas have not yet been developed. A multi-stakeholder approach can assist in the development of ambitious and achievable SCP policy agendas. CSOs can play an active role in establishing partnerships to help build these SCP policy agendas. The Hungarian Network for SCP is an example of a national level network with a clear policy objective to create an SCP action plan for Hungary.

## CASE EXAMPLE: THE HUNGARIAN NETWORK FOR SUSTAINABLE PRODUCTION AND CONSUMPTION

**COORDINATOR:** The Regional Environmental Center, (REC) Country Office Hungary

**PARTNERS:** Government, civil society, media, business, academia (education, research)

**CHALLENGE:** The Hungarian government adopted the Political Declaration of the 2002 Johannesburg World Summit on Sustainable Development which included an overarching goal of “changing consumption and production patterns”. To meet this commitment the development of a national SCP plan became a priority it was necessary to build a network of stakeholders to facilitate a debate on SCP in Hungary.



**CSO RESPONSE:** The Hungarian Network for Sustainable Consumption and Production was a cross-sectoral partnership formed by a number of central and eastern European stakeholders interested in promoting sus-

tainable production and consumption. The partnership emerged out of the UNEP SCOPE programme and enjoyed the support of the REC Hungarian Country Office and the Business and Environment Programme. With the support of the Government of Hungary, the stakeholder network produced a National SCP Action Plan in 2006 and SCP projects identified in the plan began implementation in 2007.

**WEB:** [www.rec.hu/hftf](http://www.rec.hu/hftf)

# CSO PLATFORM ON SCP (DELIBPROCESSSCP) PROJECT

The CSO Platform on SCP (officially DelibProcess SCP) project was coordinated by the UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP, Germany) together with The Centre for Sustainable Design (CfSD, United Kingdom) and the Regional Environmental Center (REC, Hungary) with funding support from the European Commission Seventh Research Framework Programme. The partners brought their extensive experience with organising participatory stakeholder processes to the project as well as their experience supporting political and academic stakeholders working on SCP issues.

The overall objective of the CSO Platform on SCP project was to identify research needs and design elements of deliberative processes on SCP in the food, housing and mobility demand areas through active engagement with civil society organisations. Over an 18 month period the project organised a number of workshops and conferences, developed an online information exchange and discussion forum as well as other tools to enable an open and productive dialogue.

The target group of the project included the CSO community, researchers, business and governments. The participation of the European Commission, the European Parliament, the European Economic and Social Committee and other European institutions substantially enriched the project. To highlight the importance of regional activities, government representatives from western, central and eastern European countries attended project conferences. Researchers and experts on the target environmental impact areas (food, housing and mobility) also provided their expert input.

Three conferences were held within the project:

1. The opening conference was held in Szentendre, Hungary, that aimed to introduce participants to the SCP concept in general with a specific focus on trends, impacts and drivers within the main demand areas of interest to the project (food, housing and mobility). The conference also presented potential roles for CSOs in advancing SCP.

**2.** The second conference was held in Wuppertal, Germany entitled “Dialogue & Action Platform for Sustainable Consumption and Production”. The objective of this conference was to enable a discussion and action platform to shape ideas and strategies on how CSOs can more effectively collaborate. As a follow-up to the discussion that began during the opening conference, participants developed and elaborated project concepts for future partnership opportunities to promote and facilitate SCP.



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**3.** The closing conference was held in Brussels, Belgium, entitled “Making an Impact – Collective Actions Towards SCP”. This conference aimed to discuss and develop recommendations on the role of civil society in promoting SCP at regional, national and international levels.



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## ONLINE CSO PLATFORM ON SCP

The 'CSO Platform on SCP' created an online knowledge network developed for CSOs to share information on sustainable consumption and production, related events and ongoing project activities.

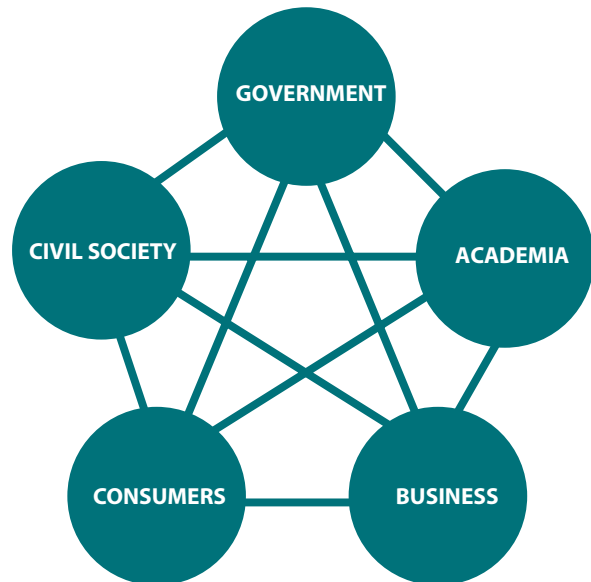
The platform enables CSOs to make and maintain contacts, upload videos, share photos and create new SCP ideas within different thematic areas.

CSOs can become a member of the online network by registering online <http://csoplatform.ning.com/>

Figure 4: Online CSO Platform on SCP

## NEW PROJECT IDEAS

The following presents project proposals developed within the CSO Platform on SCP project by conference participants. These project proposals are presented here to facilitate collaboration opportunities among CSOs (e.g. thanks to the contact details included) and other stakeholders as well as to inspire other similar projects. The capital letters indicate the type of partnership the project idea focuses on.





## ENVIRONMENTAL IMPACT (LCA) OF CONSTRUCTION AND MAINTENANCE OF TRANSPORT INFRASTRUCTURE

### FACT:

Most comparisons of environmental impacts of transportation do not consider the associated infrastructure needs for different transportation choices.

### CHALLENGE:

Missing Life Cycle Assessment (LCA) data on transportation infrastructure needs to be compiled to evaluate the total environmental cost of construction, operation and maintenance.

### CSO RESPONSE:

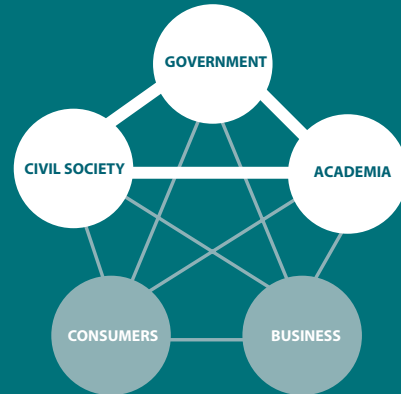
The goal is to provide information to consumers and governments on actual environmental impacts of transport infrastructure through Life Cycle Assessment (LCA) and to encourage governments to take the findings into consideration in future decision making processes.

### BENEFITS:

Evidence will raise awareness of the environmental impact of transportation infrastructure, provide better information for political decision making processes, and enable consumers to take environmental aspects into consideration when making transportation choices.

### CONTACT:

Michael Narberhaus, WWF-UK, [mnarberhaus@wwf.org.uk](mailto:mnarberhaus@wwf.org.uk)



PARTNERSHIPS FOR  
PUBLISHING CHALLENGING  
OR CONTROVERSIAL EVIDENCE

## ENCOURAGING SUSTAINABLE LOCAL TRAVEL AND TOURISM

### FACT:

The environmental impacts of tourism constitute a large share of the environmental impacts of European lifestyles. Many people enjoy their travel experiences and perceive this leisure activity as the best option for rest and relaxation.

### CHALLENGE:

Changing consumer preferences in favour of more local travel options is very challenging.

### CSO RESPONSE:

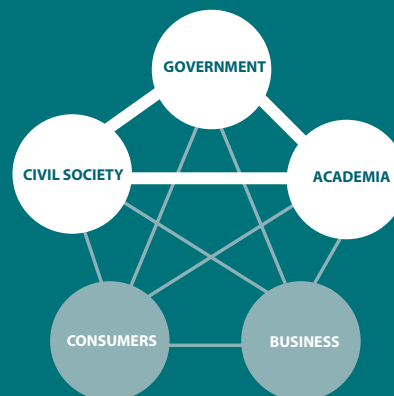
Undertake a rough assessment of greenhouse gas emissions and natural resource consumption arising from local travel options as compared to long-distance travel options. Local travel destinations chosen for the assessment should be accessible by foot, bicycle or train. Potential motivating factors for consumers to select local options over long distance travel need to be explored to evaluate the features of local travel that could be promoted as attractive alternatives. Travel agencies also need to be engaged to enable their industry to see the potential for local travel and to explore how their industry might promote sustainable alternatives to long distance travel and tourism.

### BENEFITS:

Information on the necessary steps to replace long-distance travel with local travel.

### CONTACT:

Elli Kotakorpi, Finnish Association for Nature Conservation, [elli.kotakorpi@gmail.com](mailto:elli.kotakorpi@gmail.com)



PARTNERSHIPS FOR  
PUBLISHING CHALLENGING  
OR CONTROVERSIAL EVIDENCE

## SENSITISATION OF URBAN INDIAN WOMAN TO SUSTAINABLE CONSUMPTION

### FACT:

Urbanisation and an increasing role of women in purchasing decisions are two important phenomena that emerge as countries experience economic development.

### CHALLENGE:

Corporate advertising carefully targets urban Indian woman with marketing messages. By contrast, governments and NGOs often ignore demographic changes that accompany economic development. As a consequence, communication efforts aimed at sensitising consumers to the environmental impacts of purchasing decisions are largely wasted.

### CSO RESPONSE:

This project aimed to create a mix of media (articles in women's magazines, Bollywood films, TV soaps, celebrity endorsement) to effectively communicate with urban Indian woman on the environmental consequences of purchasing decisions.

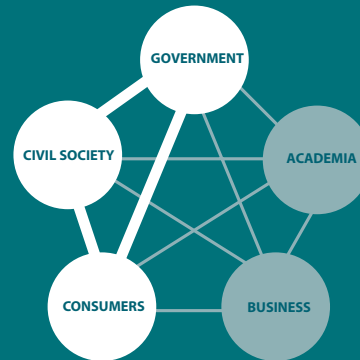
### BENEFITS:

By enabling effective communication with the target group, the project changed purchasing habits in favour of sustainably produced goods and services and enhanced the sensitivity on the impact of consumption decisions

among a critical market segment. Test-marketed in four urban centres in India, the project established a model ready for broader implementation in India and abroad, for instance in the European Union.

### CONTACT:

Rajan R. Gandhi, Society in Action Group, India, sag.delhi@gmail.com



PARTNERSHIPS FOR  
SUCCESSFUL CONSUMER  
FOCUSED CAMPAIGNS

## ECO-HOUSING DEMONSTRATION PROJECT

### FACT:

Small-scale environmentally friendly technologies for water supply and treatment, energy conservation and generation are proven and reliable but the technologies are unfamiliar to consumers and poorly understood.

### CSO RESPONSE:

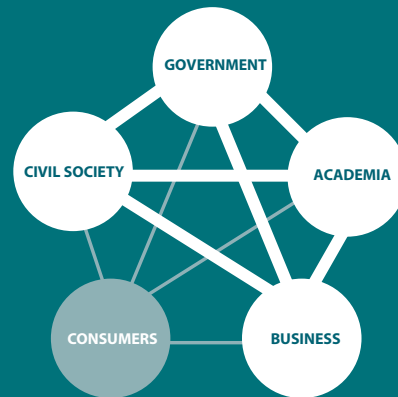
An eco-housing demonstration project is planned to be used as a permanent training centre for young architects with an environment and sustainable development focussed curriculum. The project is intended to enable young architects to apply best project design practices to accommodate available natural resources, landscape and infrastructure. The demonstration project is intended to make use of natural or other environmentally safe materials, such as straw-bales or wood while at the same time meeting energy and cost-efficiency requirements. Combinations of various small-scale eco-technologies will be showcased including dry toilets, wind energy, solar collectors, heat pumps, air ventilation systems and biogas production. The project will aim to provide education on evaluating a broad cross section of architectural factors including cost, efficiency and safety for technologies and building techniques. Visitors to the demonstration project building will be able to study the application and use of environmentally friendly technologies in daily-life.

### BENEFITS:

Practical opportunity for consumers to learn about the use of environmentally friendly technologies in daily life.

### CONTACT:

Irina Malysheva, MAMA-86, Ukraine, malysheva@mama-86.org.ua



PARTNERSHIPS FOR  
IMPROVING POLITICAL  
PROCESSES

## YOUNG ARTISTS CARE ABOUT DESIGN FOR SCP

### FACT:

Ukraine has no post-secondary training opportunities for sustainable design.

### CHALLENGE:

Young artists and students are constantly developing and implementing ideas to adopt environmentally friendly lifestyles. At the same time many NGOs are looking for new approaches to promote SCP to a wider public. Engaging young artists and designers may be an effective mechanism to promote SCP in design.

### CSO RESPONSE:

The goal is to establish a new SCP design philosophy in Ukraine through exchanges with German artists. Through the exchange program, selected young Ukrainian artists would be invited to Germany for training on SCP philosophy, design and sociological aspects of the concept. The training would be delivered jointly by German and Ukrainian experts. The expectation would be that program attendees would develop SCP promotion campaigns, such as the development of a regional Carpathian SCP trademark, upon their return to Ukraine.

### BENEFITS:

Development of practical examples of how young artists can be engaged to promote SCP.

### CONTACT:

Tamara Malkova, Green Dossier, Ukraine, Tamara@bg.net.ua



## BUILDING SUSTAINABLE HOMES USING LOCAL AND TRADITIONAL KNOWLEDGE AND EXPERIENCE

### FACT:

Knowledge and experience applying traditional nature-friendly building techniques is being lost in many countries.

### CHALLENGE:

People with direct knowledge and experience are generally the only source of nature-friendly building techniques and new projects rarely apply traditional building methods resulting in a loss of locally relevant traditional knowledge and skills.

### CSO RESPONSE:

The project proposes to work in different regions and cultural, geographical, social and economic settings to gather region-specific information on traditional building techniques, materials as well as to identify expert building practitioners. The project aims to use these resources to build new sustainable homes as case studies for each selected region and to bring together and disseminate what can be learned about traditional building methods. The focus is on collecting theoretical data while at the same time identifying living master builders, training new apprentices and creating new capacity for sustainable building.

### BENEFITS:

An understanding of how sustainable building techniques are changing from a focus on expensive, modern technologies to hybrid, cheaper and easier to apply techniques while at the same time creating research and learning opportunities.

### CONTACT:

Victor Ananias Sungitay, Bugday Association for Supporting Ecological Living, Turkey, victorananias@bugday.org



## SUSTAINABLE COMMUNITIES ACTION RESEARCH NETWORK

### FACT:

Steps needed to achieve sustainability in the housing sector are fairly well understood. What is necessary is to transfer the available knowledge through action.

### CSO RESPONSE:

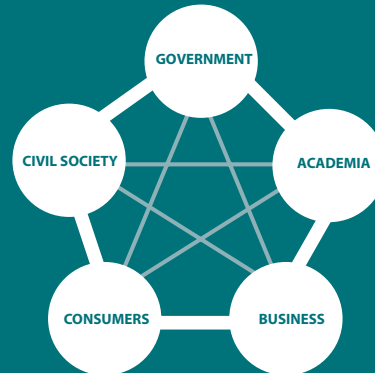
The project concept is to create a network of action oriented research projects co-ordinated using web conference training seminars coupled with an online discussion forum to support knowledge transfer. The project could apply current knowledge and expertise new housing developments as well as monitor building performance for a period of time following occupancy of the buildings.

### BENEFITS:

Demonstration projects to build expertise in regions or countries that lack a strong record on housing and recommendations for policy needs.

### CONTACT:

Phil Shemmings, Bioregional, UK,  
[phil.shemmings@bioregional.com](mailto:phil.shemmings@bioregional.com)



PARTNERSHIPS FOR  
CONVENING  
MULTI-STAKEHOLDER  
PROCESSES

# OUTLOOK AND RECOMMENDATIONS FOR FUTURE PARTNERSHIPS FOR SCP

We have argued in this booklet that partnerships — especially those involving organised civil society — are essential for clarifying roles and defining common understandings of sustainable consumption and sustainable lifestyles. Understanding the roles of different stakeholders and their expectations can help build partnerships that contribute to environmental, social and economic sustainability in both consumption and production.

To further promote a *network of change* and build upon the partnerships presented in this booklet a number of project and partnership ideas were highlighted during the CSO Platform for SCP project. The following recommendations are based on the conclusions of conferences and meetings held during the project.

## WHAT ELSE CAN BE DONE TO FURTHER PROMOTE CSO PARTNERSHIPS...

### ... to publish challenging or controversial evidence?

In research-CSO partnerships, **CSOs** can take an active role from the outset of research projects by exploring

collaboration opportunities with researchers and demonstrating that CSOs can play a valuable role as capable partners.

**The research community** can promote partnerships for publishing challenging or controversial evidence by remaining receptive to CSO participation and to invite capable CSOs to make contributions as research project partners.

**Governments** can support CSO-research partnerships through its role in setting appropriate research agendas given the role government plays in influencing research fields that receive funding support. By aiming to support long-term dialogue platforms and partnerships governments can both support CSOs and ensure that research is aligned with needs expressed by civil society.

**Business** has a major role in fostering research and development of sustainable products and services. By making industry led research results available to researchers and CSOs, business can support broader implementation of identified best practice.



### ... for successful consumer focused campaigns?

To further promote successful consumer focused campaigns, **CSOs** can engage with retailers and other information gatekeepers to develop information campaigns that provide mutually agreed content promoting SCP.

**Governments** can increase their role as providers of guidance and reliable information to business and consumers. Governments can also provide support and/or engage as partners in projects that provide SCP information.

Partnerships for consumer focussed campaigns require evidence. **Researchers** are in a unique position to create a basis for effective information campaigns through relevant SCP related research.

**Business** can mainstream sustainable products and services across supply chains. The role of business is crucial in making it easy and affordable for consumers to make sustainable purchasing decisions. In CSOs business can find a partner to support these efforts.

### ... for improving political processes?

**CSOs** can support improved political processes by promoting new policy initiatives in a non-confrontational and positive manner, such as by offering support to governments during the implementation of new policy initiatives. By doing so, CSOs are likely able to enhance

their credibility in the eyes of policy makers and will therefore be more effective in influencing production and consumption policy.

**Governments** can promote ambitious policy processes by engaging with CSOs, with local and national level CSOs being of particular importance to engage at the outset of the policy development process. At the same time, during the conduct of the CSO Platform on SCP project, only a small number of large international CSO participants with the capability to engage directly in SCP policy processes at the EU level were identified. In the case of these large CSOs, which include the European Environment Bureau (EEB) and the Northern Alliance for Sustainability (ANPED), governments could consider offering opportunities for closer engagement with the EU SCP policy development process. This enhanced role could be accomplished by, for instance, offering CSOs representation on relevant EU agenda setting processes and committees.

**Researchers and CSOs** can jointly approach governments and provide information on new tools that support sustainable consumption and production with the aim of supporting the creation of ambitious policy agendas.

**Business** can also influence policy agendas by producing and selling innovative products and services. Demonstrating that sustainable products and services can be both accessible and effective alternatives to high-impact consumption options has proven to be the nucleus for both business success as well as regulatory action.

### ... for engaging communities?

Since partnerships that engage communities generally occur at the local and regional level, **CSOs** could position themselves as important links between communities and public authorities. By making use of their direct contact to communities, CSOs can reach and involve citizens in new ways and serve as an interface to enable citizens to play a more direct role in the policy process.

**Governments** at different policy levels can take greater advantage of online tools to reach local and online communities. E-consultation, for example, can be used to provide citizens an opportunity to express opinions or share ideas on how livelihoods could be changed to enhance sustainability.

**Researchers and CSOs** can jointly provide information and knowledge via new internet communication tools such as social media and as part of education, mobilisation and direct action campaigns. Web 2.0 tools can reduce barriers to participation in decision making processes and societal actions from the local to international levels. However, governments require the support of other stakeholders in society to make the most effective use of these instruments.

**Business** can leverage the unprecedented power of consumers via social networks to share information on sustainable products and services, provide information on optimal product use/consumption, and promote sustainable lifestyles.<sup>xiii</sup>

### ... for convening multi-stakeholder processes?

To promote SCP processes, **CSOs** can take a leading role by establishing multi-stakeholder CSO processes and networks. Through effective networks even small CSOs can overcome barriers to contribution within much larger initiatives.

**Governments** can establish multi-stakeholder processes and support CSO participation within long-term processes by making sufficient and appropriate resources and funding opportunities available. Governments can also take a proactive role in engaging CSO stakeholders within policy dialogues, projects, planning and strategy development processes.

**Academia** can take an active role by bringing the latest and most relevant research topics into discussion by actively participating within multi-stakeholder processes. Much research remains necessary to bring sustainable consumption and production into the mainstream.

**Business** can provide leadership when engaging in dialogue and sharing good practice. Business strengths can help to make a partnership arrangement effective. To promote the success of multi-stakeholder partnerships it is also important to maintain transparency respecting opportunities and lessons learned by business.<sup>xiii</sup>

*The following figure summarises the benefits and potential of the different types of CSO partnerships presented in this booklet.*

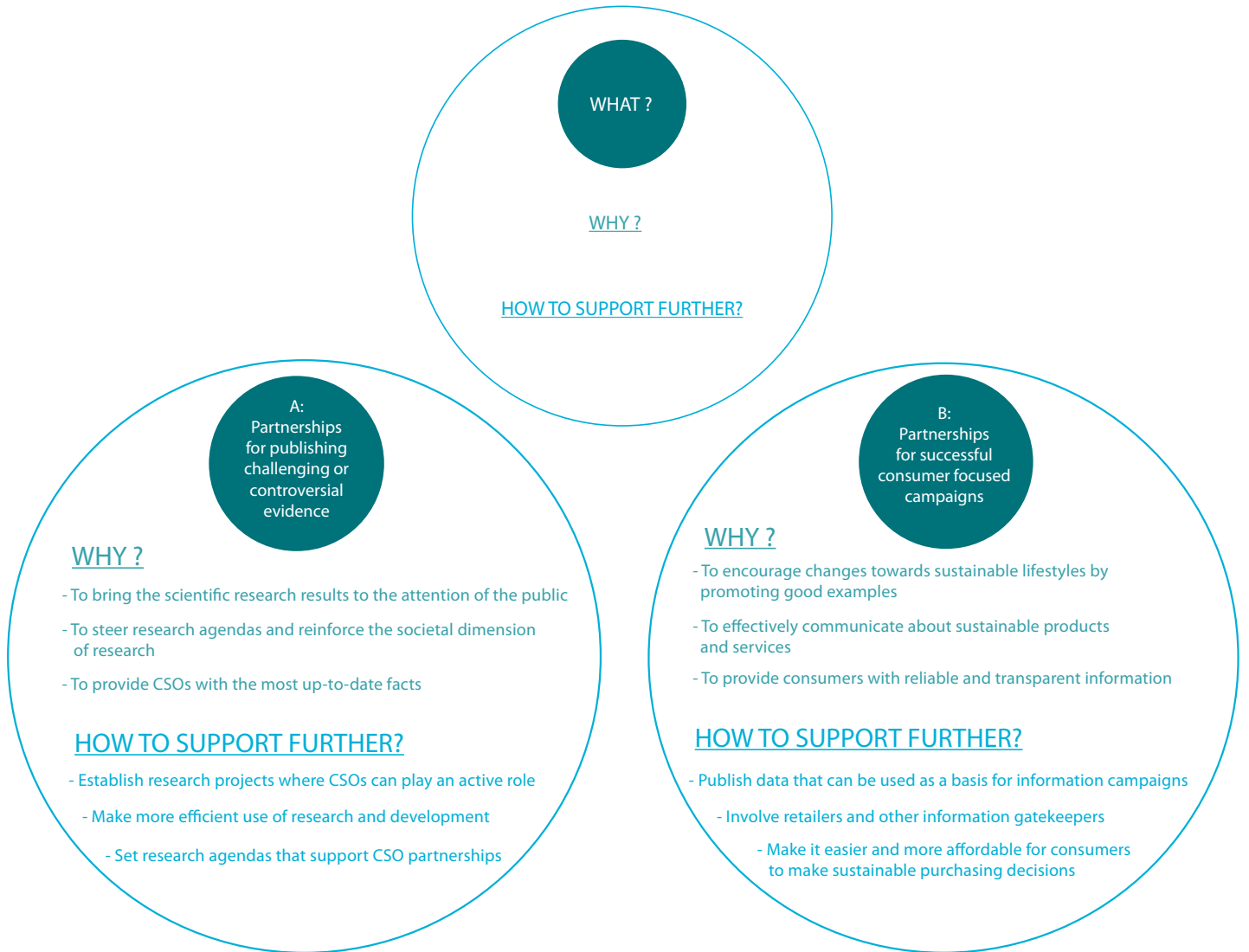


Figure 4: The benefits and potential of the different types of CSO partnerships

C:  
Partnerships  
for improved  
political  
processes

### WHY ?

- To build support for more ambitious SCP policy agendas
- To build support for new SCP policy instruments
- To increase interest of SCP policies

### HOW TO SUPPORT FURTHER?

- Provide new tools that support ambitious policy agendas
  - Promote new policy initiatives in a positive manner
  - Involve CSOs at the outset of policy processes
  - Deliver innovative products and services

D:  
Partnerships  
for engaging  
communities

### WHY ?

- To build capacity in local neighbourhoods
- To build consumer acceptance of sustainable choices
- To create a vision of SCP opportunities in everyday life
- To encourage engagement by providing easy participation opportunities

### HOW TO SUPPORT FURTHER?

- Build better linkages between communities and local authorities
  - Share information about sustainable lifestyles and ways consumers can be encouraged to adopt such lifestyles
  - Use e-consultations, online tools and social media

E:  
Partnerships  
for convening  
multi-stakeholder  
processes

### WHY ?

- To support the development of SCP policy agendas
- To create reliable, transparent information instruments
- To share expertise on sustainable consumption practices

### HOW TO SUPPORT FURTHER?

- Bring the latest and relevant research knowledge to the processes
  - Create effective CSO networks to ensure voices are better heard
    - Provide financial support for CSO engagement within long term processes.
    - Share information, ideas and practices

# ABOUT THE PARTNERS

## CSCP

The CSCP – UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production gGmbH (CSCP, Germany) – is an internationally active think-tank and “do-tank” that conducts research, outreach and transfer activities on Sustainable Consumption and Production (SCP). The CSCP supports the Marrakech Process in through scientific research and project implementation with a special focus on capacity building in developing countries.

A priority area that shapes the CSCP’s work is to support change in individual and institutional patterns of consumption. CSCP activities include support for consumer education, awareness raising campaigns, best practice sharing and the development of guidelines and manuals for sustainable consumption and resource efficiency. The CSCP approaches these issues in its work on international trends and patterns of consumption and the design of intervention strategies to promote sustainable lifestyles and education among both public and private consumers. The CSCP supports the integration of environmental, social and cultural



concerns into decision-making among national governments, regional and local authorities, the private sector and consumer groups. The development, testing, implementation and monitoring of projects in Europe and abroad enables stakeholders to achieve sustainable consumption and production using life cycle thinking and a human development perspective as guiding principles.

## CFSD

The Centre for Sustainable Design (CfSD) is an initiative of the University for the Creative Arts in the United Kingdom. The CfSD facilitates discussion and research on eco-design and broader sustainability considerations in product and service development. This is achieved through training, workshops, conferences, research, consultancy, publications, and the Internet. The Centre also acts as an information clearing house and provides a focus for innovative thinking on sustainable products and services.



CfSD is actively involved in several research areas including eco-design, marketing, supply chain management, product-service-systems (PSS), new business models, product policy and sustainable consumption and production (SCP). Project funding has been provided by a variety of regional, national and European Commission sources.

The Centre applies an action-orientated approach to research and training, based on monitoring and understanding business and other stakeholder needs. This unique interface management approach brings together specialist expertise to tackle real world opportunities and problems. The Centre establishes corporate partnerships and alliances to provide a portfolio of services designed around organisational needs. In-house conferences, workshops and seminars are organised for companies, governments or other organisations. Customised training programmes are developed to cover sustainable innovation and eco-design issues, utilising the Centre's network of expert trainers worldwide.

## REC

The Regional Environmental Center for Central and Eastern Europe (REC) is a non-partisan, non-advocacy, not-for-profit international organisation with a mission to assist with solving environmental problems in Central and Eastern Europe (CEE). The centre fulfils this



mission by promoting cooperation among non-governmental organisations, governments, businesses and other environmental stakeholders, and by supporting the free exchange of information and public participation in environmental decision-making. The REC has offices in 17 countries and works at the regional and global level in shaping and implementing the EU sustainable development strategy.

The REC Country Office in Hungary (REC COH) was founded in 1992. Similar to the other country offices, REC COH is an independent unit with its own programme representing Hungary. REC COH participates in headquarters programmes, implements independent initiatives, provides information and manages a variety of supporting projects in Hungary.

REC primarily tackles international environmental policy and legal issues and is only indirectly involved in the technological facet of environment protection. For over 15 years REC has studied the region's environment and provided guidance to local stakeholders. The experience and knowledge of the REC, its donors and beneficiaries alike represent a significant asset for continued delivery of the REC mission. Moreover, REC assists and supports civil participation in environmental affairs through its own initiatives, surveys and research programmes, publications, education projects, extensive library and information services. REC also provides financial aid to projects in some circumstances.

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- <sup>iv</sup> CSCP (2007): "Retailers Calendar – Exploring New Horizons in 12 Steps Towards Long-Term Market Success". Pdf version available online at [http://www.scp-centre.org/fileadmin/content/files/project/Retailers\\_Role\\_towards\\_SCP/Retailers\\_Calendar\\_final.pdf](http://www.scp-centre.org/fileadmin/content/files/project/Retailers_Role_towards_SCP/Retailers_Calendar_final.pdf)
- <sup>v</sup> See: [www.nachhaltiger-warenkorb.de](http://www.nachhaltiger-warenkorb.de)
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- <sup>x</sup> Schultz, P. Wesley et al (2007). The Constructive, Destructive, and Reconstructive Power of Social Norms. Research Article. Psychological Science Vol 18, Number 5, pages 429- 434.
- <sup>xi</sup> Hemmati, Minu (2002). Multi-stakeholder processes for governance and sustainability: beyond deadlock and conflict. UNED-UK Committee, UK
- <sup>xii</sup> WBC4SD (2008): Sustainable Consumption: Facts and trends from a business perspective, page 21. Available at: [www.wbcds.org/DocRoot/I9xwhv7x5V8cDIHbHC3G/WBCSD\\_Sustainable\\_Consumption\\_web.pdf](http://www.wbcds.org/DocRoot/I9xwhv7x5V8cDIHbHC3G/WBCSD_Sustainable_Consumption_web.pdf).
- <sup>xiii</sup> World Economic Forum: Partnering for success. Business perspectives on multistakeholder partnerships. January 2005. Available online at [www.weforum.org](http://www.weforum.org)

# ANNEX

## ORGANISATIONS INVOLVED IN THE CSO PLATFORM ON SCP

### ALBANIA

**Researcher:** Regional Environmental Center for Central and Eastern Europe

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### ARMENIA

**CSO:** Association for “Sustainable Human Development”/UNEP National Committee

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### AUSTRIA

**CSO:** Menschen für Solidarität, Ökologie und Lebensstil (SOL)

**Government:** Federal Institute of Agricultural Economics

**Researcher:** Sustainable Europe Research Institute (SERI)

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### BELGIUM

**CSO:** -European Environmental Bureau (EEB)

-Flemish Platform on Sustainable Development (VODO)

-WWF Belgium

**Government:** -European Chemical Industry Council (CEFIC)

-European Commission

-European Partners for Environment (EPE)

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### BOSNIA AND HERZEGOVINA

**Researcher:** Regional Environmental Center for Central and Eastern Europe

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### BULGARIA

**CSO:** National Association on UN Youth Clubs

**Researcher:** -Regional Environmental Center for Central and Eastern Europe

-Research Institute for Land Reclamation and Agricultural

-Mechanization (RILRAM)

**Government:** UNEP National Committee

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### CANADA

**CSO:** My Sustainable Canada

**Researcher:** One Earth Initiative

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### COLOMBIA

**CSO:** Organización Juvenil Ambiental y Centro Internacional de Física

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### CZECH REPUBLIC

**CSO:** -International Coordination Centre

-Partnership Foundation

-World Carfree Network

**Government:** Ministry of Environment of the Czech Republic

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### DENMARK

**Researcher:** European Topic Centre on Resource and Waste Management

**Government:** European Environmental Agency

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### FINLAND

**CSO:** Finnish Association for Nature Conservation

**Business:** One Did It Ltd.



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## FRANCE

**Government:** -Ministry of Sustainable Development  
-Organisation for Economic Cooperation and Development (OECD)

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## GERMANY

**CSO:** -Ecologia y Desarrollo  
-Friends of the Earth Berlin (BUND)  
-Institute Cultura21 e.V.  
-Sustainable Europe Research Institute (SERI Germany) e.V.  
-TransFair e.V.  
-Werkstatt Frankfurt e.V.

**Government:** Federal Environmental Agency

**Researcher:** -Institut für ökologische Wirtschaftsforschung (IOEW)  
-North Rhine-Westphalia Foundation on Environment and Development  
-UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)  
-Wuppertal Institute for Climate, Environment and Energy

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## GEORGIA

**CSO:** Caucasus Environmental NGO Network

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## GREECE

**Research:** ECOTOPIA – Environmental Research and Awareness Society

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## HUNGARY

**Business:** -Spar Hungary  
-GSM Távközlési Zrt.  
-TESCO Hungary

**CSO:** -Association of Conscious Consumers  
-CEE Network for SCP  
-CEE Platform  
-Clean Air Action Group (CAAG)  
-Energia Klub Environment Association  
-Green Dependent Sustainable Solutions Association  
-Hungarian Environmental Partnership Foundation  
-Open Garden Foundation (NyKA)  
-WWF Hungary

**Government:** -Department of Environmental Development  
-Ministry of Environment and Water  
-Ministry of National Development  
-National Sustainable Development Council

**Researcher:** -Corvinus University Budapest  
-Environmental Science and Policy Central European University (CEU)  
-Geologica Bt.  
-ICONICA Bt.  
-Institute for World Economics Hungarian Academy of Sciences  
-Library of the Hungarian Academy of Science  
-National Office for Research and Technology  
-Regional Environmental Centre for Central and Eastern Europe

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## INDIA

**CSO:** Society in Action Group

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## IRELAND

**Researcher:** Comhar, Sustainable Development Council

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## ITALY

**CSO:** Bio Regional

**Researcher:** Institute of Studies for the Integration of Systems (ISIS)

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## KAZAKHSTAN

**CSO:** Centre for Sustainable Production and Consumption

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## KOSOVO

**Researcher:** -Kosovo Association of Ecologists

-Regional Environmental Centre for Central and Eastern Europe

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## KYRGYZSTAN

**CSO:** ANPED

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## LATVIA

**CSO:** Green Liberty / ANPED

**Researcher:** Regional Environmental Center for Central and Eastern Europe,  
Office of Latvia

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## LITHUANIA

**CSO:** Environmental Centre for Administration and Technology  
(ECAT Lithuania)

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## FORMER YUGOSLAV REPUBLIC OF MACEDONIA

**CSO:** -Macedonian Association for free Sexual Orientation (MASSO)

-Permaculture Peacebuilding Center

-Proaktiva

**Researcher:** Regional Environmental Center for Central and Eastern Europe

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## MONTENEGRO

**CSO:** Montenegrin Employers Federation

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## MOROCCO

**Researcher:** Association des Enseignants des Sciences de la Vie et de la Terre

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## NETHERLANDS

**CSO:** ANPED

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## PAKISTAN

**CSO:** Responsible Business Initiative (RBI)

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## POLAND

**CSO:** Zielone Mazowsze (Green Mazowsze Association)

**Researcher:** -Institute for Sustainable Development

-Regional Environmental Center for Central and Eastern Europe

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## RUSSIAN FEDERATION

**Business:** International Data Corporation Moscow - Continuous Intelligence  
Services (IDC-CIS)

**CSO:** -ANPED Russia

-ECO ACCORD Centre for Environment and Sustainable Development

-Ecodefense!

-SPbPO "Ecology and Business"

**Researcher:** Russian Cleaner Production and Sustainable Development Centre

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## SENEGAL

**CSO:** SCP in Africa

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## SERBIA

**CSO:** EcoUrban Workshop and „REPUBLIKA“ Independent Media Journal

**Researcher:** -Regional Environmental Center for Central and Eastern Europe  
-University of Novi Sad, Agricultural Faculty

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## SLOVAKIA

**Researcher:** Slovak Cleaner Production Centre

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## SLOVENIA

**Researcher:** Regional Environmental Centre for Central and Eastern Europe

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## SPAIN

**Government:** -IHOBE

-Ministry of the Environment and Rural and Marine Affairs

**Researcher:** Research & Degrowth

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## SWEDEN

**Researcher:** -Blekinge Institute of Technology

-Lund University

-Stockholm Environment Institute

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## SYRIA

**Government:** Ministry of Local Administration and Environment

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## TOGO

**Business:** Entreprise de Construction Batiment et Travaux Publics

**CSO:** Humanitarian Development Association “DUNENYO”

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## TUNISIA

**Business:** BusinessMed

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## TURKEY

**Business:** TROYKA Ltd.

**CSO:** -Networking and Transformation Bugday Association for Supporting  
Ecological Living

-The Turkish Foundation for Combating Soil Erosion for Reforestation  
and the Protection of Natural Habitats (TEMA)

**Government:** -UK Turkey Environment Society (UTES)

-Technology Development Foundation of Turkey

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## UKRAINE

**CSO:** -All-Ukrainian Environmental NGO Network MAMA-86

-ANPED

-International Charity Organisation „Green Dossier“

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## UNITED KINGDOM

**CSO:** -ANPED

-Bio Regional

-Consumer International

-Transition Town Farnham

-WWF UK

**Researcher:** -JMG Foundation

-School of Business University of Newcastle

-The Centre for Sustainable Design

(University for the Creative Arts)

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## UNITED STATES OF AMERICA

**Researcher:** -Integrative Strategies Forum

-Tellus Institute

-University of Massachusetts Lowell

## CASE EXAMPLES IN THIS BOOKLET:

### PARTNERSHIPS FOR PUBLISHING CHALLENGING OR CONTROVERSIAL EVIDENCE

- In the FIN-MIPS Household Project, The Finnish Association for Nature Conservation (FANC) collaborated with many universities to calculate the ecological backpack of 27 Finnish households.
- The Happy Planet Index developed by the New Economics Foundation (NEF) is used to measure how sustainable and satisfied life is in a certain region. It has been used in many countries and regions, e.g. in Caerphilly, UK.
- The Regional Environmental Center in Hungary partnered with universities, retailers, environmental NGOs and the media to launch a communication campaign to change consumption patterns and shopping culture, promoting sustainable lifestyles.

### PARTNERSHIPS FOR SUCCESSFUL CONSUMER FOCUSED CAMPAIGNS

- The National Consumer Council (NCC) partnered with UK-based super markets and the UK government to assess the environmental performance of these supermarkets.
- The “Sustainable Shopping Basket” is an initiative of the Institute on Market, Environment and Society (IMUG), partnering with the German Council for Sustainable Development, which published a brochure offering tips and advice on how to make more sustainable purchases.
- A programme on economical and energy-efficient housing carried out in Artemivsk by the Ukrainian NGO MAMA 86, in partnership with local authorities and businesses, showed the inhabitants of an apartment building how to save energy and money by insulating their windows, changing light bulbs and implementing recycling, among others.

### PARTNERSHIPS FOR IMPROVING POLITICAL PROCESSES

- “Move together” is a project coordinated by the Institute of Studies for the Integration of Systems (ISIS). It raises awareness of current and expected achievements of EU research among citizens to help the European community to “move together” towards a new and more sustainable urban mobility culture.
- The Stockholm congestion tax is an example of trial implementation of economic policy instruments, implemented by the Swedish government with a strong support of CSOs. With a trial period, the benefits of the new instruments were clearly clarified.

- The European Environmental Bureau, a number of CSOs and the SCP research community partnered to produce a Blueprint on European Sustainable Consumption and Production, which recommends high priority actions to change consumption and production patterns.

### PARTNERSHIPS FOR ENGAGING COMMUNITIES

- The Carrotmob movement is a method of activism using “buycotts” instead of boycotts. Local movements are existing in many countries and the results are often measurable.
- The “Mapping for Change” initiative, which has London’s Global University and London 21 as partners, provides participatory mapping services. It uses the map as a tool for communication with the various stakeholders involved in development and regeneration programmes, local service providers and the community as a whole.
- Open Garden Foundation in Hungary partners with local farmers to produce and promote organic and locally grown food.
- Transition Towns is a movement which has already spread in over 130 countries and that joins forces of local people, local government and business in a town to overcome the human threats of pollution, climate and peak oil challenges on community level.

### PARTNERSHIPS FOR CONVENING MULTI-STAKEHOLDER PROCESSES

- Forum Waschen is a stakeholder dialogue platform involving representatives from scientific bodies, consumer and environmental groups, public authorities and industries, among others. It develops actions for SCP in the detergent sector.
- The independent certifier organisation Rainforest Alliance partners with Nespresso and local communities to reduce the environmental impacts and increase social benefits of the coffee cultivation. Their aim is that by 2013 80% of Nespresso’s coffee comes from Rainforest Alliance certified farms.
- The Hungarian Network for SCP is a multi-stakeholder partnership that promotes SCP in the Central and Eastern Europe. It supported the development of the Hungarian National SCP Action Plan in 2006 and runs many projects to implement it.