

IMPRESSUM

Collaborating Centre on Sustainable
Consumption and Production (CSCP) gGmbH

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 **THE STORY OF THE CSCP**

 **OUR CORE VALUES**

 **OUR TEAM FOR A SUSTAINABLE FUTURE**

 
SUSTAINABLE LIFESTYLES

 
**SUSTAINABLE INFRASTRUCTURE,
PRODUCTS AND SERVICES**

 
**SUSTAINABLE BUSINESS
AND ENTREPRENEURSHIP**

 **SUPPORTING POLITICS TO MAKE A CHANGE**

 **FACILITATING GLOBAL IMPACT**

 **THE CSCP REACHES OUT**

 **WORKING WITH ALL ACTORS OF CHANGE**

 **BE PART OF THE CHANGE**

THE STORY OF THE CSCP



Contribution to UNEP's Johannesburg Plan of Implementation and 10-Year Framework of Programmes on Sustainable Consumption and Production (10 YFP).



The CSCP professional 'Inner and Outer Planet' team has rapidly grown to include experts from over 30 countries and more than 15 disciplines.



Introduction of **visioning workshops** and **sustainable entrepreneurship trainings**.



Development of **partnership, stakeholder and network** approaches.



First **conference** on the future of sustainable products and services.

Co-creating policy frameworks on SCP in Mauritius, Tanzania, Egypt, Mozambique, China and Thailand.



Building on its broad range of work the CSCP established **three thematic teams**.

Joining the **Global Agenda Council on Sustainable Consumption** at the World Economic Forum.



2005 — HOW IT BEGAN

The CSCP was created as an international non-profit 'think tank' and 'do tank' in collaboration with the United Nations Environment Programme (UNEP) and the Wuppertal Institute for Climate, Environment and Energy.



CSCP hosts the European Commission-funded **SWITCH-Asia Network Facility** that supports projects in over 19 countries.

Research and cooperation projects with public, business, civil society partners and foundations.

Co-chairing the Task Force on Sustainable Consumption and Green Development at the **China Council for International Cooperation on Environment and Development**.

500 participants attend the **International Conference** on the Future of Sustainable Lifestyles and Entrepreneurship organised by the CSCP.



SHAPING A DIFFERENT FUTURE

Future business models, products and services, and lifestyles need to be considerably different from those of today. At the core of a transition is the **vision and courage of agents of change**. The CSCP's unique structure provides the potential to support this process, not just to enable a **better society for future generations** but also to see it take shape today.



OUR CORE VALUES



ONE PLANET LIFESTYLE

At the CSCP we believe in linking progress towards addressing unsustainable consumption and lifestyle impacts to efforts to improve quality of life and societal well-being. We collaborate with diverse organisations optimising the sustainable values and innovations

they add within the capacity of one planet. Together we can identify, develop and scale up promising practices to meet the future aspirations and visions people in different global contexts have for sustainable and better living.

PROMOTING SUSTAINABLE CONSUMPTION AND PRODUCTION

While great advances have been made in identifying technologies reducing the environmental impacts of production and even partially integrates sustainable supply chains, the greatest potential for sustainability often lies untapped in downstream consumption-based phases of retail, product use and end of life management.

EFFECTIVE AND FASTER CHANGE

Efficiencies alone will not be enough to bring current consumption patterns to sustainable levels. Widespread changes in consumer behaviours and lifestyles will also be required. Therefore, driving innovation to meet new models of sustainability is necessary.

GIVING ALL STAKEHOLDERS A VOICE IN THE PROCESS

We believe in the importance of helping everyone understand their roles in achieving sustainable consumption and production. We therefore encourage and support the necessary cooperation and coordination between different actors to help everyone move in the same direction.

OUR TEAM FOR A SUSTAINABLE FUTURE

— MULTICULTURAL AND INTERDISCIPLINARY



Since the CSCP was founded in 2005 our team and research network has been growing significantly. The concept of Sustainable Consumption and Production is an integrative and coordinated approach: The knowledge of all disciplines and expertise on

both local and international level is needed. Therefore the CSCP created a specialist network: The "SCP Professional Inner and Outer Planet" links the CSCP to experts around the globe to base the work on a wealth of professional knowledge.

TRANSLATING SUSTAINABILITY INTO OUR EVERYDAY LIVES

If you had to define how you could live more sustainably this weekend, what would you do? — What would be your vision for an improved livelihood and lifestyle in the future? — Who are the actors and stakeholder groups in society that influence how we live our lives, and how can they be involved in proposing collaborative solutions? — How can we better visualise sustainable living to inspire action?

HOW WE WORK:

- We prototype sustainable living experiences and test triggers to behaviour change.
- We build pathways to scale up current promising sustainable lifestyle practices.
- We co-create visions of more sustainable living.
- We explore trends and options for sustainable living practice across different household segments, regions and contexts.
- We enable a platform and network of partners and stakeholders for knowledge sharing and collaborative approaches.

“Realising lifestyle change requires communicating with people as they are, their values and behaviours in their professional and private roles, and moving from isolated single measures towards coordinated action to tackle multiple leverage points. We help all actors in finding methods and approaches to enable better living within the limits of one planet while securing their own future success”



— **NEIL COLES**
Sustainable Lifestyles
Teamleader



— **CHERYL D. HICKS**
Sustainable Lifestyles
Teamleader

“Sustainable living goes beyond our future vision, it is about the future we want. Understanding individual living, needs and aspirations helps us to design solutions that deliver on the promise of sustainable lifestyles. Our work builds visions of desirable sustainable societies in 2050, identifies opportunity and innovation spaces, and creates the multi-actor action plans for the transition to sustainable lifestyles and the green economy.”



CONNECT ALL STAKEHOLDERS ON THE VISION 2050

The sustainable lifestyles team works on projects with multi-stakeholder partners at the global, regional and local levels. There is not one sustainable lifestyle that fits all. In concrete visioning workstudios we aim to help consumers from across the globe to co-create their sustainable futures by identifying the social and environmental impacts of current ways of living. In North Rhine-Westfalia we connect stakeholders in current promising practices that demonstrate to consumers that more sustainable living is possible. We are building roadmaps of actions for the European Commission and the Global Network on Sustainable Lifestyles. We work collaboratively and facilitate broad inputs through our sustainable lifestyles network facilities.

Please review our current outputs and join the multistakeholder discussion in the Global Network on Sustainable Lifestyles (www.vision2050.net)

MAINSTREAMING THE MEANS OF SUSTAINABLE LIVING

Which products and services will drive innovation and provide for a future society? — What makes a product sustainable and how do materials and design factor into this? — **How do spaces and infrastructure support sustainable behaviours in communities and cities?** — How do sustainable business strategies shape global value chains? **Can financing be made sustainable?**



“We strive to strengthen and inspire sustainability leadership in business, policy and consumption on a global scale. Our work spans strategy, vision and application to best tackle today’s and tomorrow’s sustainability challenges.”

— **MICHAEL KUHNNDT**
Sustainable Infrastructure, Products and Services
Teamleader

HOW WE WORK:

- We apply sustainability trend analysis to future goods and service portfolios.
- We evaluate sustainability impacts from a systems perspective.
- We evolve resource efficiency and eco-innovation by adding the value dimension.
- We innovate collaborative business solutions and connect key actors in sustainability councils and dialogue platforms.
- We develop sustainability tools and standards based on entire life cycles of products and services.



HOT SPOTS PRODUCT ASSESSMENT AND SUSTAINABLE PRODUCTS COUNCIL

As one of the largest retailers in Germany, the REWE Group aims at enhancing the sustainability of its operations by introducing the Pro Planet label. The label is based on the Hot Spots analysis, which is a life cycle orientated, semi-quantitative assessment tool for product sustainability developed by the CSCP in cooperation with scientific partners. A Sustainable Products Council hosted by the CSCP and consisting of a multi-stakeholder membership, including consumer groups and civil society organisations, advises and verifies the labelling process. Due to its holistic and flexible approach, the assessment and verification procedures are easily scalable and applicable to a wide range of product groups.



www.proplanet-label.com

ENABLING THE LOW CARBON CITIES OF THE FUTURE

The cities of Düsseldorf, Germany, and Wuxi, China, aspire to sustainable future development and increased resilience. An international consortium funded by the Mercator Foundation develops strategies and policy recommendations for integrated low-carbon and resource-efficient cities and their adaptation to climate change. The CSCP’s contribution focuses on bridging research and practice by identifying international good practice with a strong potential for transferability and replication.



www.lowcarbonfuture.net

EMPOWERING YOU. CHANGING BUSINESS. IMPACTING ALL.

*In what ways can we support moving sustainability into the mass market? — **What are the innovative business models for the future that enable more sustainable lifestyles?** — How do we connect ideas that generate sustainable business value? — **How do we assess and measure impacts of sustainability-driven actions?** — How can sustainable entrepreneurs and multinational corporations alike be empowered to enable sustainable innovations to flourish?*

“Business can be a key actor to support the mainstreaming of sustainability and a key enabler of sustainable lifestyles. We therefore work with businesses and entrepreneurs around the globe on sustainable, practical and customised business solutions based on multi-stakeholder processes. Our focus lies in identifying eco-innovations that support sustainability, developing sustainability driven business models, and supporting the development of sustainability strategies and business decisions.”



— **ALEXIS FIGEAC**
Sustainable Business
and Entrepreneurship
Teamleader

HOW WE WORK:

- We map out future trends and business opportunities in the sustainability field.
- We support CSR activities along global value chains.
- We facilitate multi-stakeholder dialogues with businesses, policy makers and civil societies to foster communication and partnerships towards a green economy.
- We develop practical methodologies for scaling up sustainable business models and financing.
- We empower sustainable entrepreneurs as well as corporate intrapreneurs through trainings based on systemic thinking, creative techniques, and other innovative approaches.

CAPACITY BUILDING FOR SUSTAINABLE ENTREPRENEURSHIP & INTRAPRENEURSHIP

The Business Innovation for Sustainable Scale-up (BISS) project evaluates innovative sustainable business practices, associated strategies, and success factors for scaling up sustainable living business impacts. In multi-stakeholder workstudios we assess scaling up mechanisms, financial mechanisms, and innovative solutions and partnerships. Workstudios

have been held in Colombia, Philippines, Ghana and Germany. Furthermore, the BISS project delivers a Scaling-Up Innovations Framework featuring innovative business models that can be scaled up and adapted to encourage sustainable living in different contexts. The CSCP's approach toward scaling up sustainable impacts is not limited to new enterprises such as from the sharing

economy, but we also work together with multinational companies on sustainability strategies to develop new business models and scale up sustainable impacts. The BISS project provides the building block for the Global Network on Sustainable Innovation and Entrepreneurship hosted by the CSCP.



SUPPORTING POLITICS TO MAKE A CHANGE

To facilitate One Planet Lifestyles we engage with entrepreneurs, multinational companies, NGOs and consumers. The framework within which these stakeholders operate is policy. Therefore we also involve policy makers in the process towards a sustainable future by providing tailor-made recommendations based on our holistic multi-stakeholder experience.



DEVELOPING A SUSTAINABLE CONSUMPTION STRATEGY IN CHINA

Since September 2012 the task force on Sustainable Consumption and Green Development, created by the China Council for International Cooperation on Environment and Development (CCICED), has been co-chaired by Michael Kuhndt, Head of the CSCP. The task force is part of the 'Sustainable Consumption Development Strategy and Demonstration in China' that, drawing on the international experience, provides multinational dialogue and advice on sustainable consumption issues. The primary goal of the task force is to support the development of a potential Chinese sustainable consumption strategy. Since the end of 2013 the task force is responsible for developing a roadmap for sustainable consumption leading up to the year 2025. The roadmap identifies the main challenges as well as opportunities to advance sustainable building, housing, food and mobility as a basis for future policy-making in China. By cooperating with policy-makers in the world's most populous nation, the CSCP gains valuable insights on its mission to bring sustainability to the mass market.

www.cciced.net/encciced



CREATING ATTRACTIVE VISIONS AND STRATEGIC PATHWAYS TO ENABLE SUSTAINABLE LIFESTYLES IN EUROPE

SPREAD Sustainable Lifestyles 2050 is a European social platform project that is coordinated by the CSCP. Different societal stakeholders – from business, research, policymaking and civil society – co-created a vision for sustainable lifestyles in 2050. The project addressed the challenge of improving the quality of life in an ageing European society while at the same time reducing current levels of use of energy, transport and resources. Societal innovation and significant changes in current lifestyles and behaviours are vital to achieve long-term economic prosperity for all within the bio-capacity of our planet. This process resulted in scenarios of possible future sustainable living a roadmap for strategic actions by policymakers and innovative opportunity spaces for business, research and society, to enable more sustainable lifestyles across Europe.

www.sustainable-lifestyles.eu



POLICY INSTRUMENTS FOR SUSTAINABLE CONSUMPTION

The SWITCH-Asia project assists the Thai government to select, adapt and implement appropriate policy instruments to enhance the long-term sustainability of Thai consumption and production. The project strengthens the institutional frameworks for SCP, green procurement, government programmes on sustainable production, and awareness. SCP is a cross-cutting issue. The project therefore involves a multitude of Thai government ministries, local authorities, enterprises, private sector organisations and NGOs. As an international partner, together with the German Society for International Cooperation (GIZ) and the Thailand Environment Institute, the CSCP provides expert support to assess current SCP-Policies and institutional frameworks, and to develop a sustainable production implementation plan as part of the Thai Green Industry Mark (GIM) programme.

www.switch-asia.eu



FACILITATING GLOBAL IMPACT

GLOBAL CONTRASTS IN CONSUMPTION TRENDS

By 2030, Asia is expected to represent the largest group of consumers in the world. How can we convince people to switch to greener and more ethical products and services?

At the same time, in the Asia Pacific economies, more than 10% of the population still live in extreme poverty. How can we enable access to the basics in low-income markets?

SUSTAINABLE LIVING SHOULD NOT BE A LUXURY

We facilitate the creation of alliances and business ideas that foster well-being and a clean environment for the growing global consumer class and low-income communities.

LIVING SUSTAINABLY IN 2050 IS POSSIBLE!

The workstudios help us to start today. A series of multi-stakeholder events, the workstudios combine keynote speeches, TED-style panel discussions, visioning workshops, strategic planning and match-making activities. They provide policy-makers, businesses, academia and stake-taking individuals with solutions and support for their efforts to lead change towards living more sustainably today and in future. The agenda is tailored to the context of the participating stakeholders. It invites the sharing of different perspectives, experiences and ideas with the aim of co-creating new visions for sustainable futures and action roadmaps that are relevant to people across different societies.

www.vision2050.net



UP-SCALING SCP FOR IMPACT IN ASIA

Since 2008, the CSCP-operated SWITCH-Asia Network has played a key role in supporting the switch toward more sustainable consumption and production (SCP) patterns in Asia's rapidly transforming economies. Sixty-six SWITCH-Asia projects across the region serve as focal points of this transformation. This is accomplished by institutionalising network linkages in Asia and enabling replication and scale-up of successful SCP strategies. In the second phase starting in 2013 the SWITCH-Asia Network Facility also included the topic of sustainable financing to ensure the success of the up-scaling process together with an outreach strategy to engage policy-makers and the media.

www.switch-asia.eu



1,200
members in our
Global Networks
(GNSL, GNSIE, SPREAD)

OVER 150
young professionals
trained at the CSCP

30
interactive workshops and
Conferences per year

4 YEARS
of work for the European
Environment Agency

5 YEARS
member of the
World Economic Forum

1.8 MIO
hits on CSCP websites

OVER 50
European Union projects

40 keynotes and
120 presentations per year

OVER 50
business projects

THE CSCP
REACHES
OUT...



WORKING WITH ALL ACTORS OF CHANGE

WE BELIEVE IN INSPIRING CHANGE IN INDIVIDUALS AND INSTITUTIONS AND HELP THEM UNDERSTAND THEIR ROLES IN MAINSTREAMING NEW PATTERNS OF SUSTAINABLE CONSUMPTION AND PRODUCTION (SCP).



We help **policy-makers** find an effective mix of policy instruments to encourage business and community participation in SCP and exemplify change in their procurement and actions.

We show **businesses** the importance of collaborative and transparent practices and the business case for achieving SCP patterns along the global value chain as well as the market opportunities of social entrepreneurship.

We work with **retailers** and build upon their direct consumer relations to influence consumer knowledge and behaviour. Through life cycle management we help them to stimulate change within their supply chains.

Civil Society Organizations (CSOs) are uniquely positioned to bring together diverse groups within transformational change initiatives. We work closely together to involve them in the policy and research discussion.

We help **consumers** acknowledge the consequences of consumption choices and recognise their responsibility in the market. We develop communication strategies to raise the end user's awareness through the media.

Ferrero, ICSPAC, CFSS, REC, Nestlé, TCV, MKUNLV, ADFIAP, CSSD, GS1, One earth, BMBF, IKEA, EBN, LUND University, Energizer Group, NCPC Mozambique
 Ashoka, FH Potsdam, DLR, Nuovi Equilibri, GIZ, CNPML, Danone, UmweltDialog, TÜV Rheinland, Klimahaus, MAMA86, CCICED, GABV, Mauritius Ministry of Environment, Colabora
 IIIIEE, Forum for the future, Unilever, Adelphi, Yesil cember, Futerra, triple innova, UN Global Compact, UBA, BMZ, DEMOS, Wuppertal Institute, Ecodes, Swedish Ministry
 Ihobe, Media Saturn, ECN, Deutsche Umweltstiftung, BMU, Akatu, METRO, Politecnico Milano, EuroHealthNet, WWF, ecosign, Justmeans, Funds for good, Ecoscan
 Uni Folkwang Essen, UNDP, CollaborativeConsumption, Kraft Foods, NOKIA, Sustainable Dance Club, TAB, Colabor, NachhaltigeJobs, EFA, PERL, SEI, Consumers International, BSR
 FS-UNEP Centre, NewAmericanDream, TTZ, Stiftung Mercator, Alanus, Enviu, China Guanghua Foundation, Tsinghua University, EineWeltNetzNRW, Oikos, Deutsche Telekom
 IHT Pakistan, Autostadt, GDA, Wilkinson, World Economic Forum, BUND, Verbraucher Initiative, JSJS, NCPC South Africa, TBCSD, REWE
 Norden, Europeaid, Redress, SERI, GeSi, Value Web, Material ConneXion, Südwind, European Commission, NCPC Tanzania, Borderstep
 Grimme Institute, PUMA, ANPED, ESF, TransFair, Switch, DBU, CfSD, generationdesign, UNEP, WBCSD, Verbraucherzentrale NRW, Clariant
 Rabobank, Granta Design, European Environment Agency, ecoinstitute, Utopia, Schwab Foundation, Henkel, GFA, University of applied Science Ostwestfalen
 SchöneNeueWeltDelüx, Deutsche Bank, Confederation of Indian Industry, Eurometaux, UNIDO, Collective Invention, NCPC Egypt, CPI Pakistan

"WE BRING STAKEHOLDERS TOGETHER TO FIND SOLUTIONS THAT WORK!"



BE PART OF THE CHANGE

— FIND OUT HOW



GIVE US A CALL!

+49 202 459 58 - 10



WRITE US AN EMAIL!

info@scp-centre.org



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scp-centre.org



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scaling-up.net
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