

SECTION III A:
**Global Processes for Sustainable
Consumption and Production: The
Marrakech Process**



**United Nations
ESCAP**

Second Green Growth Policy Dialogue:
The Role of Public Policy in Providing Sustainable Consumption
Choices: The Resource-Saving Society and Green Growth

**Green
Growth**



Global Processes for Sustainable Consumption and Production, the Marrakech Process

By Mr. Arab Hoballah – Head SCP - UNEP DTIE

Honorable Mrs. Zhao, Mr. Zhen, Mr. Chung, Ladies and Gentlemen,

As the leading agency, in close cooperation with UNDESA, for promoting and developing the 10 year framework of programmes on sustainable consumption and production called by Governments at the World Summit for Sustainable Development at Johannesburg, in September 2002, UNEP is very happy to see this event taking place. Please allow me to thank UNESCAP for taking the initiative to organize this policy dialogue, and thank the China Standard Certification Centre for hosting it.

Promoting sustainable consumption and production patterns in Asia is of particular importance when considering that it concerns almost two thirds of the world population and over 40% of the world economy, supported by a remarkable economic growth rate. However, this rapid economic development coupled with large population in Asia represents a major stake for sustainability. Changing consumption and production patterns is a challenging and essential task facing Asian governments and other stakeholders.

First and foremost, coping successfully with this challenge would require increased awareness raising about the risks and the alternative options, as well as drastic policy reforms and serious in-depth culture of change.

To contribute to this policy dialogue, I would like to address three issues:

The global activities on developing and implementing 10-year framework for sustainable consumption and production – the Marrakech Process;

The multi-stakeholder initiatives and partnership activities for promoting SCP; and

The role of government policy in promoting sustainable consumption and production.

UNEP and UNDESA have jointly worked at the international level to facilitate the process of developing and implementing the 10-year framework on sustainable consumption and production. The [first international expert meeting](#) on the 10-year framework took place in Marrakech, Morocco, 16-19 June 2003, organized by [UNDESA Division for Sustainable Development](#) and [UNEP](#). The meeting launched the so-called "Marrakech-Process", including regular global and regional meetings supported by informal expert task forces and roundtables to promote progress on this 10-year framework.

We are glad to see that the Johannesburg's call for action has been heard by all regions. As it was concluded in **Europe's consultations**, Sustainable Consumption and Production should be seen as a basis for sustainable resource use, which can help to achieve new sustainable development models. Consequently, EC has decided to launch jointly and in close cooperation with UNEP, an international panel on resource use, with UNEP-DTIE assuming the Secretariat function. **Asia** is very active on this new approach, in particular China with the *circular economy approach* and Japan with the "*3R*" *initiative*. **Latin America and the Caribbean** has established a regional council and developed its strategy on SCP. And **Africa** has achieved lots of progress, clearly the institutionalisation of the African roundtable on SCP (ARSCP), the development of its regional strategy for the 10 year Framework and the implementation of concrete projects which are exploring the potential and possibility of Africa to **leapfrogging to sustainability**.

In Asia, with the facilitation of UNEP, UNDESA, UNESCAP and many other UN agencies, a number of regional efforts have **been** made to pursue the sustainable consumption and production agenda. On 21-23 May 2003, the first regional expert meeting on sustainable consumption and production was organized by UNDESA and UNEP and hosted by the Government of Indonesia in Yogyakarta, Indonesia. It was attended by some 60 experts from all stakeholder groups from various Asian countries to take stock of existing activities, exchange information and experiences, developing common understanding and strategies and promoting sustainable consumption and production patterns, productivity, employment and economic growth. This meeting was followed up by the second regional expert meeting on 6-7 November 2003 in Seoul, Korea. The Participants addressed issues related to governments, industry and civil society specific concerns as major stakeholders. Conclusions were reached as to what actions each stakeholder group needs and what assistance at international and regional levels is needed. Moreover, the Asia Pacific Roundtable on SCP had its last regional meeting last year in Australia and the next one will be held next year in Vietnam.

At the Second International Expert Meeting on the 10-year framework of Programmes on Sustainable Consumption and Production, held in San Jose, Costa Rica, in September 2005, UNEP stressed the need to close the consultation phase and **focus on implementation of concrete** actions. As a result, we are actually focusing on the following **key priorities**, among other issues:

Showing the added value of new models of **Industrial development**, focusing on the establishment of closed loops economies, such as the programme on *Circular Economy* which we have *started in China*. We will work on the global level with key industrial sectors, such as construction, tourism, and food.

Waste management - focusing on improving collection, disposal and recycling schemes, including energy recovery. This will require increasing the role of the private sector and aiming at poverty eradication and creation of jobs.

As a contribution to the **Bali Strategic Plan for Technology Support and Capacity-building: SCP capacity building** and training on priority tools to address challenges that **industry** face - in particular SME's. For this we can build on the existing NCPC network that we run together with UNIDO. Topics include Life Cycle Management, Design of Products and Services. And for **governments** we focus on procurement and policy implementation.

Sustainable trade and use of resources: product lifecycles are increasingly international, which calls for integrated policies to optimise the use of resources and materials over the full life cycle accompanied by adequate support for, in particular, SME's in developing countries.

One of our key priorities is also **sustainable energy and mobility**, focusing on more efficient energy use and improved promotion and use of renewable energy, as well as on improving the infrastructure, in particular for industrial development and to help achieve development goals.

Last but not least, we attach great importance to **Communicating sustainability**, as it is essential for awareness raising towards changing the unsustainable patterns of consumption and production.

When we talk about SCP on a global level, we are well aware that the overwhelming majority of the people cannot even be called "consumers". **Poor people struggle for survival on a day-to-day basis**. The poor have no access to clean drinking water, appropriate nutrition, efficient health services, and they have no access to affordable energy sources. Therefore, it would be important during this policy dialogue to discuss how to strengthen or create new projects for strengthening north-south and south-south cooperation in order to promote an integrated development allowing developing countries to "leapfrog" to sustainable consumption and production patterns. That means from the beginning to invest in **long-term sustainable solutions** and not make the mistakes that developed countries have made in the past.

There is also an urgent need to work more seriously on the technology transfer and capacity building and in the design and development of more energy efficient products and services, in the promotion of sustainable industrial development and

sustainable communities.

We need to look at a range of implementation mechanism, build more private-public partnerships, and work more actively with Development Agencies and Regional Banks. Within the Marrakech process, we are involving these new partners, but also as a new implementation mechanism we are promoting and supporting the development of Task Forces. We are very happy to see the good reaction and active role of the European Countries in the Marrakech Process. This has been demonstrated in the support and leadership **of the Marrakech Task Forces**, with a co-chair from developing countries.

We have currently seven on going Task forces: i) Germany on co-operation for Africa: ii) Sweden on sustainable lifestyles; iii) United Kingdom on sustainable product policies: iv) Switzerland on sustainable procurement, v. Finland on Sustainable Building and Construction, vi. France on Sustainable Tourism, and vii. Italy on Education for Sustainable Consumption. Some countries represented here are already participating in some of these Task Forces and we look forward to see a very active role by Asian countries in this process and the effective and efficient implementation of concrete projects at the regional, national and local levels. It is important to note that several countries have expressed interest in launching other Task Forces, and Asian countries could not only be pro-active but could also take a leading role in some of them with the support of institutions such UNESCAP or the APRSCP, always in close cooperation with UNEP.

In parallel to the Marrakech process and its various task forces, many stakeholder initiatives and partnership have taken place to promote sustainable consumption and production. Life-Cycle Initiative jointly launched by UNEP and the Society for Environmental Toxicology and Chemistry (SETAC), with support and active participation stakeholders from both public and private sectors, playing an important role in developing technical methodologies, providing strategic guidance for integrated life-cycle approach to address sustainable consumption and production issues. It has now work programmes on life-cycle management, life-cycle inventory, life-cycle impacts assessment and cross-cutting activities.

A number of voluntary initiatives have also been implemented to address sustainable consumption and production issues and change the behaviour of producers and consumers. In addition to the National Cleaner Production Centers Programme, there are such initiatives as Tour Operators Initiative for Sustainable Development, Global e-Sustainability Initiative, Automotive Forum, UNEP Financial Initiative, Advertising and **Communication** Forum on Sustainability, Sustainable Buildings and Construction Initiative, Gold Industry Voluntary Code Initiative, YouthXchange for Responsible Consumption, etc. These initiatives develop and promote good practices that are environmentally sound and socially responsible in the way the relevant stakeholder groups produce and consume products and services.

Governments play a crucial role in promoting sustainable consumption and production. As one of the major collective consumer, governments' purchasing choices not only send out signals to the public and producers, but also create markets for products and services that are more sustainable. UNEP is actively promoting sustainable public procurement by:

facilitating global consensus on the integration of sustainable development considerations in procurement at all levels;

being a source of practical tools.

In this context, UNEP's activities are mainly in the following areas:

[UNEP/IAPSO Product Criteria Database](#): to show what criteria are used by organisations to apply sustainability to their

procurement practices;

Participation in the [Interagency Group on Environmentally and Socially Responsible Procurement](#): a discussion group to explore how to integrate sustainable procurement into international organisations' purchases. UNEP carries out a survey to analyse how sustainable procurement is integrated in UN system purchasing practices;

Training: development of training tools for both government officials and UN procurement officers. The Report of Sustainable Procurement Pilot Training Session in Ghana is now available from: sc@unep.fr.

Building capacity of governments in developing policies and national actions for promoting sustainable consumption is another area of focus of UNEP activity. After carrying out a study on the progress made by governments in implementing UN guidelines for consumer protection, UNEP identified the capacity building needs and implemented a capacity building project in Asia with the financial support of European Commission. The project conducted regional review on sustainable consumption, organized regional cross-learning seminar and produced a guidance manual for governments in Asian countries to use tools and policy instruments to promote sustainable consumption patterns, *Advancing Sustainable Consumption in Asia*. This guidance manual is available in English and in five other Asian languages, in electronic form through UNEP web page. The guidance manual provides basic information on 10 year framework on SCP, answers basic questions concerning sustainable consumption, providing tools for promoting sustainable consumption and offers a step-by-step guide for developing national action plans for promoting sustainable consumption. Many of the Asian countries that participated in the regional cross learning seminar and follow up activities are actively using the guide to develop and implement issue-based or sector-based national level activities.

Governments and inter-governmental agencies in Asia have been very active in pushing the SCP agenda forward and put the SCP agenda into the regional development context. Initiatives such as green growth, 3Rs initiative, recycle oriented society, Green GDP, circular economy, resource saving society, and gross national happiness, etc. represent the Asian governments' responses to the fundamental challenge that Asia is facing in changing consumption and production patterns – identify the right path for economic and social development with minimum damage to the ecosystem. To meet this challenge, governments need to work hard on policy integration – integrate environmental and social considerations into economic development policies. This means that the environmental ministries will have to provide advice and guidance on the long term sustainability of economic development policies and programmes. This also means that other agencies in governments working on economic and social development issue need to assess their policy and programmes from the SCP perspective. The sector approach of the Marrakech Process and its task forces are aimed at facilitating such policy integration and provide practical methodologies and tools.

Changing consumption and production patterns in Asia not only faces greater challenges than other regions due to the large population and development needs, but also bear a lot of advantages such as government commitments, interests in identifying alternative development approaches, as well as the rich knowledge and experiences from diversified economic and social communities and systems. To facilitate the capacity building and knowledge sharing, UNEP is pleased to join forces with UNESCAP in supporting the establishment of the Regional Help Desk for promoting sustainable consumption and production to be hosted by the China Standard Certification Centre. As this help desk will initially provide a focal point for governments and experts to obtain relevant information, we hope that it will soon develop into a platform for active players to share knowledge, for experts to network and develop partnerships and for the public to obtain information. UNEP will ensure that the most up-to-date information on the Marrakech process and other initiatives at global level is made available to the help desk for further dissemination. We look forward to more substantive cooperation with UNESCAP and Asian countries.

Thank you for your attention.

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