



North American Roundtable on Sustainable Production & Consumption

WORKSHOP REPORT

Advancing Sustainable Consumption and Production in North America

Tuesday, December 11, 2012: 2:00pm – 6:00pm

Wednesday, December 12, 2012: 8:30am – 12:00pm

Venue: UNEP Regional Office of North America

900 17th Street Northwest, Suite 506, Washington, DC 20006

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I. Executive Summary

This workshop was a sharing and strategy session among stakeholders engaged in advancing sustainable production and consumption, including civil society, academia, US and Canada government representatives, international organizations, and the private sector. This meeting was organized by the North American Roundtable on Sustainable Production and Consumption (NARSPAC) in cooperation with the United Nations Environment Programme – Regional Office for North America (UNEP RONA). It included representatives of the Global Research Forum on Sustainable Production and Consumption (GRF-SPC) from the North American region (see participant list below). The results of the meeting were shared at UNEP RONA's North American Major Groups and Stakeholders consultation (12-13 December 2012).

The goals of the meeting were:

1. To share goals and activities of existing sustainable consumption and production initiatives in North America,
2. To discuss opportunities that arise from the adoption of the 10 Year Framework of Programmes on Sustainable Consumption and Production at the UN Conference on Sustainable Development (Rio +20), and
3. To identify strategic areas of collaboration, possible expansion of the network (e.g., to include trade unions, local authorities and other stakeholders), and next steps.

A significant outcome of this workshop was the formation of a **Strategic Working Group on Sustainable Production and Consumption in North America** with the aim of continued coordination to advance this issue. The terms of reference of the Working Group will be established in future conference calls and meetings. The list of initial participants of this Working Group is included below.

The workshop participants also identified specific actors and communities to include in the **expansion of the network** and to **interview** about how sustainable production and consumption relates to their activities:

- Private sector
- Faith groups / networks
- Canadian Government
- Education for Sustainable Development networks
- Local governments
- Insurers
- Financial Institutions
- Media
- Marketing (e.g., Climate Nexus)
- Youth, children, young professionals, students
- Funding organizations / networks
- Organizations focused on poverty alleviation and natural resources

- Environmental justice organizations and networks
- Issue based / identity /multi-stakeholder groups – (food, poverty); (climate change) – Communities of Practice
- New Economy / Solidarity Economy networks and organizations
- Social economy groups

Workshop participants highlighted a number of opportunities for possible joint activities:

- Convening a multi-stakeholder **North American Sustainable Production and Consumption Workshop** to build on the 2008 Washington DC and 2011 Ottawa, Canada workshops hosted by the Canadian and US Governments and UNEP's Regional Office of North America,
- Further developing a **North American Sustainable Production and Consumption Framework**, including the regional implementation of the 10YFP on SCP,
- Developing and populating a **North American portal on the SCP Clearinghouse** to be launched by UNEP DTIE in January 2013 with initiatives, actors, concepts, activities, and events,
- Influencing the governance and structure of the **10 Year Framework of Programmes on Sustainable Consumption and Production**, including:
 - Advocating for stakeholder involvement (e.g., on the Board),
 - Defining the process for selecting and the role of stakeholder focal points, and
 - Recommending that the Trust Fund includes earmarked funding for stakeholders.
- Providing feedback on **the 10YFP on SCP programmes template** developed by UNEP DTIE, and considering ways of becoming engaged with the 10 YFP Programs as they take shape,
- **Submitting 10YFP proposals for SCP programmes,**
- Participating in the definition of the **Sustainable Development Goals**, including the possibility of a stand-alone goal on sustainable production and consumption as well as on integrating SCP approaches throughout the goals,
- Supporting collaboration on **Life Cycle Assessment activities** including International Guidance on Product Category Rules and proposing a new international cooperation platform on LCA under the 10 Year Framework of Programmes on Sustainable Consumption and Production,
- **Translating sustainable production and consumption Concepts** for the following communities to make the 10YFP and related concepts and terminology relevant to them:
 - **Federal Government officials**, many of which don't use the term SCP but are engaged in activities that are related to sustainable production and consumption,
 - **Private sector** representatives, including small and medium sized businesses and the World Economic Forum
 - **Environmental justice groups and networks,**
 - **Green, social and new economy initiatives,**
 - **Educational institutions** (including greening schools and engaging higher education) to offer sustainable consumption and production values and knowledge, and
 - **Cities, local governments** and sustainable cities initiatives,

- Identifying **financial support and funding** for research and stakeholder activities,
- Using existing international activities such as the **Decade of Education for Sustainable Development, Earth Day, World Environment Day, and the UNEP Food Waste Campaign** to communicate the SCP message and engage others, and
- Supporting the development of **positive, compelling, integrative narratives** on sustainable production and consumption – new stories that challenge the status quo, redefine the American Dream, the ‘good life’ and ‘progress’, and are attractive and hopeful.

At the upcoming SCORAI conference (Sustainable Consumption Research and Action Initiative), June 12-14 at Clark University, Worcester, many of these themes will be taken up and developed in dialogue sessions: on the 10YFP, US and Canadian SPC policies; European perspectives, business perspectives, and solidarity economy and local initiatives (see www.scorai.org and the conference website <https://www.confmanager.com/main.cfm?cid=2645> .

II. NARSPAC Working Group Participants

The following individuals have indicated their interest in being part of the NARSPAC Working Group aimed at continuing coordination efforts to advance sustainable production and consumption in North America. Upcoming conference calls and meetings will identify terms of reference and activities. Other individuals are welcome to join by contacting Jeffrey Barber, Integrative Strategies Forum - jeffreyhbarber@gmail.com

1. **Angie Leith**, U.S. Environmental Protection Agency, Office of Resource Conservation and Recovery, US Environmental Protection Agency (US EPA)
2. **Anna Awimbo**, Director of Collaborative Communities, Center for a New American Dream
3. **Canadian Government Representative(s)** TBD – contact made by Lukas Gudinskas, First Secretary (Environment), Canadian Embassy in Washington
4. **Chantal Line Carpentier**, Sustainable Development Officer, United Nations Department of Economic and Social Affairs, (UN DESA)
5. **Derry Allen**, Counselor, Office of Strategic Environmental Management Office of Policy, U.S. Environmental Protection Agency, (US EPA)
6. **Diallo Shabazz**, Managing Director, Radical Ideas
7. **Emmanuel Prinnet**, Policy Director, One Earth
8. **Greg Crosby**, National Program Leader, Sustainable Development, Institute of Bio-energy, Climate, and Environment (IBCE), National Institute of Food and Agriculture (NIFA), US Department of Agriculture, (USDA)
9. **Hilary French**, Programme Officer, Climate Change and Resource Efficiency, United Nations Environment Programme Regional Office for North America, (UNEP RONA)
10. **Jack Luskin**, Emeritus, University of Massachusetts – Lowell
11. **Jeffrey Barber**, President/ Executive Director, Integrative Strategies Forum (ISF)
12. **Karen Onthank**, Deputy Director, Integrative Strategies Forum (ISF)
13. **Maggie Comstock**, Policy Associate, Advocacy and Public Policy, U.S. Green Building Council
14. **Maurie Cohen**, Associate Professor of Environmental Policy and Sustainability, New Jersey Institute of Technology
15. **Peter Adriance**, Representative for Sustainable Development Baha'is of the U.S., Office of Public Affairs
16. **Peter Denton**, Professor, Ethics and Sustainability, Red River College, Winnipeg
17. **Philip Vergragt**, Fellow, Tellus Institute; Professor Emeritus of Technology Assessment, Delft University of Technology; Research Professor, Clark University
18. **Sarah Dayringer**, Energy Policy Consultant
19. **Ted MacDonald**, Office of Global Affairs and Policy, Office of International and Tribal Affairs, U.S. Environmental Protection Agency, (US EPA)
20. **Vanessa Timmer**, Executive Director, One Earth

III. Workshop Agenda

Tuesday December 11

- Facilitation: Vanessa Timmer, Executive Director, One Earth
Jack Luskin, Emeritus, University of Massachusetts Lowell
- 2:00-2:45 **Introductions and Welcoming Remarks**
Amy Fraenkel, Director, UNEP Regional Office for North America
Jeffrey Barber, Executive Director, Integrative Strategies Forum (ISF) –
Co-founder of NARSPAC
Participants introduce themselves and share an SCP activity they are engaged in
- 2:45-3:15 **Sustainable Consumption and Production Visioning Exercise**
Philip Vergragt, Tellus Institute and Clark University
- 3:15-3:45 **Review of Existing and Proposed SCP Initiatives**
NARSPAC & a historical overview – Jeffrey Barber
UNEP and UNEP RONA and SCP – Hilary French
- 3:45-4:00 **Break**
- 4:00-5:45 **Review of Existing and Proposed SCP Initiatives (continued)**
Breakout Groups
For a systemic societal transition to a sustainable production and consumption system, what do you see as the main opportunities & leverage points? How is your organization involved in advancing these opportunities?
- 5:45-6:00 **Opportunities and Next Steps – Initial Discussion**
What are possible next steps, particularly given the adoption of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP on SCP)? What insights from today do we want to share with the UNEP RONA consultation?

Wednesday December 12

- 08:30-09:00 **Light Breakfast**
- 9:00-10:15 **10YFP on SCP – A Global Perspective with Q&A**
Chantal Line Carpentier, Sustainable Development Officer, United Nations Department of Economic and Social Affairs (UN DESA)
Charles Arden Clarke, Head of the Goods and Services Unit, Sustainable Consumption and Production, UNEP Division of Technology, Industry and Economics – by video conference
Adriana Zacarias Farah, Project Officer at the United Nations Environment Programme (UNEP) Division of Technology, Industry and Economics (DTIE) - by video conference
- 10:15-10:30 **Break**
- 10:30-12:00 **Opportunities for Collaboration and Next Steps**
<http://www.newdream.org/resources/videos/share-spray>
Reflections from Day One. What are opportunities for collaboration and next steps? Which stakeholders should be included in North American SCP efforts, and what is our outreach strategy?

IV. Notes from the Meeting

A. Welcoming Remarks

Amy Fraenkel – Welcoming Remarks Main Points

- Precise legal language adopting SCP Framework
- Resolution already moved through the second committee in the GA
- UNEP selected as Secretariat
- SCP not just about developing countries – there is a lot of work to be done in the developed world. Per capita use of resources is high in the US and Canada, and calls for greater resource efficiency
- What is sustainable? How to exchange information?
- Five areas of SCP are proposed as initial programmes for the 10YFP: consumer information; sustainable lifestyles and education; sustainable public procurement; sustainable buildings and construction; and sustainable tourism
- Can show results by taking individual steps
- The Arctic – Can it be developed sustainably?

B. Introductions and Current Sustainable Production and Consumption Activities and Initiatives

The participants each introduced themselves and presented an activity that they, or their organizations, are doing with respect to sustainable production and consumption.

Jeffery Barber

At the 2002 World Summit on Sustainable Development we organized a panel discussion entitled “The world in 2012” looking back at the previous decade since Rio and asking ourselves “What will the world look like ten years from now?” Now we are in 2012 – after another decade of meetings and discussions. . . What has happened during this time? What are the next steps we need to take to achieve around sustainable production and consumption? Today we build upon what we have learned to take those next steps.

Activity: North America’s first government-hosted workshops on SCP were held in 2008 (Washington DC) and 2011 (Ottawa). NARSPAC was created in 2010 to move forward this discussion on sustainable production and consumption in North America, with workshops in Ottawa, the UN and here today in Washington.

Vanessa Timmer

The idea behind this meeting is to share activities and opportunities: What can we do together? Are there opportunities to collaborate in the room? Can we set up a mechanism to work together? I’m the Executive Director of One Earth.

Activity: One Earth works with the *Story of Stuff* and the Sustainability Funders – to bring North American stakeholders together to bring about a systems approach. What is the system? That is one thing we are looking at. We are also visualizing what the future can look like.

Jack Luskin

The purpose of this session is to share the most exciting, interesting SCP activities you are working on with the rest of the group.

Activity: NARSPAC is a process, and I seek to facilitate a process for us working together.

Derry Allen

I've worked on SCP for a long time. I was the lead negotiator on the 10YFP.

Activity: I'm looking at how we introduce these principles to the everyday work at the EPA?

Maggie Comstock

Activity: We work with the World Green Building Council on the C40 Initiative. This Sustainable Cities Initiative connects national green building councils with World Green Building Council and C40.

Hilary French

Activity: I help promote North American engagement with the 10YFP, and we're setting up a North American portal for UNEP's SCP Clearinghouse.

Angie Leith

I work with the OECD on sustainable materials management.

Activity: We work on waste; materials overall: pollution, toxic chemicals, lifecycles, system bases. We do not look at one thing in isolation, but at everything together (cross impact). We develop life cycle impact and assessment tools.

Lewis Akenji

Activity: I'm an observer in NARSPAC. I'm involved in the Global Research Forum on Sustainable Production and Consumption and work in Japan at IGES. I've also been developing a manual on resource efficiency.

Maurie Cohen

Activity: With SCORAI (the Sustainable Consumption Research and Action Initiative), I'm preparing for the first major international conference on sustainable consumption held in June at Clark University.

Janis Brizga

I've been participating at European roundtables and negotiations.

Activity: I'm involved in the SPREAD Project, which involves researching sustainable lifestyles, and trying to imaging what those could be like in 2050?

Peter Adriaance

Activity: I approach SCP from a values standpoint, working with faith communities around the world to raise awareness and change behavior. Work with junior youth (11-14 years) – how to live on the planet?

Emily Werner

Activity: I'm working on the 10YFP, promoting North American engagement.

Sarah Dayringer

Activity: I'm interested in decoupling GDP from environmental impacts, and looking at the type of discourse that can target more conservative audiences and the grassroots level.

Monika Thiele

Activity: I'm exploring the linkages between SCP and marine litter. Also, how do we produce more efficiently? How do we apply Extended Producer Responsibility?

Anna Awimbo

Activity: I'm trying to tell the story of what a sustainable country could look like? We do this through animation and multimedia, and by providing tools and tips to help people at grassroots level to support each other.

Elise Golan

Activity: 75% of our budget goes to food and nutrition education. We have a priority program to reduce food losses and waste in the USA.

Greg Crosby

Activity: I'm looking at ways to connect with UN efforts (through, for example, our work with the Global Partnership on Nutrient Management)

Chantal Line Carpentier

Activity: I am helping with the UN Inter-agency Task Force on SCP as part of the 10YFP.

Ted MacDonald

Activity: Multilateral relationships that EPA is involved in – UNEP Green Economy, OECD Green Growth, specific work related to green public procurement, launch of sustainable public procurement initiative (first meeting in January). How to use public procurement system to advance product service systems? Instead of buying products, buy combination of products and services.

Peter Denton

Activity: I'm interested in Gift Ecology – Reimagining a sustainable world? How to shift culture in a way that is sustainable in the future?

Karen Onthank

Activity: I'm working on Integrative Strategies Forum's Database on SCP project.

Lukas Gudinskas

Activity: Our embassy in Washington is trying to finish its LEED certification; we've already completed an energy retrofit, a green garden, and composting

Diallo Shabazz

Activity: I facilitate public/private cooperation between major organizations and the school system. We support STEM (science, technology, engineering, math) education with sustainable principles around water, materials, food, and air. We're helping to develop new school models that aim to allow students to get environmental literacy education while being prepped for careers.

Emmanuel Prinnet

Activity: We are partnering with Light House Sustainable Building Centre in Vancouver, which holds the UK National Industrial Symbiosis Program license. The idea of this partnership is to promote ecological symbiosis in the Greater Vancouver area.

Philip Vergragt

Activity: I am part of the Global Research Forum on SCP. I'm interested in trying to understand what is necessary for a systemic shift toward sustainability in production and consumption.

Bryan McGannon

I'm with the American Sustainable Business Council.

Activity: One of the things I'm interested in is consumer education.

C. Visioning Exercise

Led by Philip Vergragt, Tellus Institute, Clark University

The questions posed to the participants were: What are the key elements of a sustainable society in 2040 in which we have sustainable production and consumption systems? What will the world look like? What are the most striking changes? Participants were invited to provide their ideas on Post-It notes, which were then clustered by theme.

Transportation and Energy

New sources of energy

Quiet streets

Fewer cars, more trains

Long distance travel for tourism but very little for business

Highway becomes transcontinental highway

Communication through hologram

Work and leisure is within biking and walking

Transport streamlined and limited

Some motor roads have disappeared

Resource Use

Planned obsolescence has become obsolete

Everything priced to reflect externality costs/benefits

Resource and energy caps

US no longer dominant consumer of resources, Asia is a bigger user

Redesign of products for more efficient uses

Product services are minimizing amount of resources

Products are redesigned with the end in mind

Toxic chemicals outlawed

Resources are being reused/recycled at a much higher rate

All fossil fuels outlawed as toxic chemicals

All materials, products and services are minimal and natural and create no environmental impacts

No trash cans (everything recycled/reused)

Green economy

New sources of energy
No growth economy
Equal playing field in the market for entrepreneurs with efficient technologies
Replenish resources faster than they are consumed
Similar interests and product needs/wants but significantly dematerialized
Social protection floors in economies
Large companies are competing w each other to be more efficient
Fair and sustainable trade
Larger cooperation – UN guidance
Work fewer hours/shorter work weeks
Transparent political processes – also in UN
Post-consumer society
Economic drivers/incentives enabling resource efficiency is the new norm
Growth being discussed w. idea of acquiring things changed
Greater collaboration between economies

High Tech

Biomimicry defines new technologies
New Technology
Equal playing field for market entrepreneurs

Resilient communities

Slow living
People share more, waste less
Sustainable housing, shared living spaces
Strong localized economies
Stable climate system
Greater connectivity
Meat only for special occasions
MacDonald's and Monsanto don't exist
Localized supply chain system
Ecological literacy
Fair and sustainable trade
Localized agro food systems
Better vegetarian meals
Stable climate system
Share more use less
Short supply chain
Shorter work days
Sustainable dev core competency area in k-12 education
Immaterial wellbeing
Rite of passage for youth
Community living
Very quiet streets – no cars
Equity/Trust/Cooperation
Telling stories to my 10 yr old granddaughter about the old days
Shared living spaces
Children have a more sustainable idea of the American Dream

D. Review of Existing and Proposed Sustainable Production and Consumption Initiatives – Breakout Groups The following were key points discussed during the breakout groups:

- Importance of strong social institutions helping to develop skills and understanding
- Sustainable consortium = model for interaction of all groups
- Hone processes for collective decision-making
- Benefits of sectoral cross-fertilization and collaboration

- Involve NGOs and research institutions in 10YFP on SCP
- Need greater conversation about how to involve NGOs and research institutions in 10YFP – need funding

- Engage private sector
- Can't ignore politics – private sector needs to be engaged
- Private sector needs to be part of the equation

- International organizations
- Relationships between groups focused less on international organizations
- What is the appropriate role of international organizations?

- Scaling – Not able to scale up great projects

Life Cycle

- Life Cycle Assessment Activities
- SDA LCA – Digital commons – food and agriculture – Domestic
- UNEP / SGTA – life cycle – international
- Life cycle can provide scientific foundation for assisting sustainable consumption and production decisions
- International Guidance on Product Category Rules (PCRs)
- Propose new international cooperation platform on LCA under 10YFP

Economy

- Pricing externalities
- If we measure what we value then we value what we measure – but not everything is quantifiable
- Green Economy should include pricing externalities – this is necessary but not sufficient
- Get the prices right

Green buildings

- Innovative financing for green building
- Measuring consumer attitudes to green buildings – if you measure what you value, others will value what you measure

- Collaborative consumption – you can be more, not get more
- Consumers – businesses, retailers, governments
- Consumers are not just households, but also business-to-business, retailers and governments
- Reduce – Decreasing resource consumption vs. reducing consumption (the two need to be differentiated)

Education

- Transforming education to offer consumption values
- Knowledge base to understand the water cycle, GHGs, energy, etc.
- Education and promoting green schools (both facilities and curriculum)
- Tell the positive story and education – challenging the status quo for adults and children

Positive story / narrative

- Tell the positive story and education – challenging the status quo for adults and children
- We need to develop positive stories and narratives to get the results for education
- Loss and damage as rhetoric targets a conservative audience
- Change the American Dream (the narrative)
- Define the Dream in terms of “more” and not “less”
- Redefining the ‘good life’ and ‘progress’

E. Tuesday Plenary Discussion

Philip Vergragt

Sustainable futures are very multi-dimensional

Reflections: What are the major changes for us to get there? What do we need to do to get us on this path to a sustainable 2040?

Maurie Cohen

Social and technological innovation

Many see a technology-led vision of the future

A focus on efficiency makes me nervous

Efficiency is chock full of loopholes: it doesn't really reduce aggregate output or consumption

What about sufficiency?

Sustainable consumption is a two-sided coin. Efficiency that is disconnected from sufficiency is futile and will lead us down many blind alleys

A singular emphasis on efficiency is useless and problematic

Elise Golan

Technical efficiency decreases per capita consumption

Peter Denton

We need to focus on things that grow, not on industrial systems

Maurie Cohen

Technical efficiency has never improved aggregate consumption
We cannot come up one examples of progress. Change yes, progress no.

Elise Golan

It is dangerous to have this discussion with the premise that efficiency is useless. Efficiency should be seen as positive and a viable way to get there.

Maggie Comstock

There's a lack of consumer education, a disconnect between behavior and technological advancements, for example, during the use phase: behavior in a green building. Education can also address sufficiency and help prevent therebound effect.

Elise Golan

We need market-based efficiency – all prices should reflect all negative and positive externalities. Productivity number must include externalities.

Emmanuel Prinnet

There's another type of rebound effect : technology is supposed to help us get more leisure? That has not been the case. How do we work less, produce less, consume less? To break out of the vicious consumption and production cycle, we need to work less.

Sarah Dayringer

The market itself must undergo transformation in order to be more competitive.

Peter Adriance

The idea of efficiency vs. sufficiency is interesting
We need both
Efficiency – helps us get more from less
Sufficiency – is an attitude
We need a dynamic coherence

Peter Denton

What do we mean when we use the word “technology”?
There are many ways we can use technology, but what's the best way?
Let's also remember the concept of collaborative consumption.

F. Opportunities and Next Steps (Day One)

What thorny issues do we want to address and where are the leverage points and what are the opportunities? The participants identified the following:

Life cycle inventories/analyses
Green buildings

Food/Agriculture
Research
Narrative/value
Behavior change
Education
International

Group Exercise Report Back

Any ah-ha! moments?

Chantal Line Carpentier: Empowering the opposition – Helping building influence among groups.

Maurie Cohen: Institutional role of USDA – Under the right political leadership, it could be very influential. Must include political buy-in and leadership.

Anna Awimbo: Humanizing the issue, making it less technical.

Ted MacDonald: Nature of interactions among different groups, in looking at large mission, there are two sides of the coin. One is positive, synergistic – different groups with different roles can be mutually supportive. The other side is checks and balances – NGOs can be watchdogs. Both sides are important in the broad scheme of things.

Maggie Comstock: Industry needs to be part of the conversation. Historically, they have been part of the problem, but they need to be part of the solution.

Greg Crosby: Without industry, there is no solution.

Peter Adriance: Power of cross fertilization among different sectors is very important. What can force/inspire change? How change can happen: Catastrophe? The power of things like Sandy. Coercion? Price? Having a story/vision?

Derry Allen: Going back to the beginning, basic. I heard some of the same kinds of ideas from people in different groups.

Philip Vergragt: World Expo of 1939 that laid of the vision of suburban living. Power of exhibitions, displays, storytelling. Portland Oregon – Living examples of how change can happen and how alternatives come to be.

Emmanuel Prinnet: There's an opportunity to translate the work of academics into visuals and things that everyday people can understand.

Chantal Line Carpentier: Some people get scared of some SCP language, but not resilient communities. There is a problem when trying to scale up solutions – how do we scale them up?

G. 10YFP on SCP – A Global Perspective with Q&A

Chantal Line Carpentier of UNDESA and Charles Arden Clarke and Adriana Zacarias of UNEP made brief presentations on the current status of the 10 YFP preparations. Their presentations were followed by a lively question & answer session.

Questions

Ted MacDonald (US EPA) – How can SCP be taken up at the upcoming UNEP Governing Council meeting?

There will be an SCP progress report, and a draft decision will be presented.

Emmanuel Prinet – What will happen with the first five programs? How to build awareness and build on existing programs, rather than starting from scratch?

Template on the programs is our way of gathering information on what exists, along with the SCP Clearinghouse. Will provide a framework under which to organize work. We are ready to construct a program, with criteria drawn from the text of the 10YFP. We will have a consultation to build the programs, and based on the feedback we receive from this, we will create a template for these programs.

Regarding the trust fund – who is it for?

It supports activities on the ground in developing countries and countries in transition.

Greg Crosby, USDA – Plans for Food and Agriculture?

We would like to see the UNEP Task Force on Agriculture to be at the core of a future Agrifood program with some description in the 10YFP. This would most likely be a program with an FAO lead if it happens.

Maurie Cohen - Will the trust fund be seeded by funds UNEP has available? Or will member countries be expected to contribute, and what type of commitments have you received to date?

Voluntary contributions. No commitments to date; the trust fund is in the process of being created, and financial contributions are being sought.

Peter Denton – Restrictions on production and trade issues? Refer to the 10YFP text (para. 2. e)

Developing countries are concerned that ODA flows will come with conditionality. Processing and production methods. SCP could be construed as a PPM [process & production methods] requirement, which could imply development assistance.

Derry Allen, US EPA – Any relationship between 10YFP and the SDGs beyond the obvious substantive relationships?

We can only speculate, as SDGs are not available yet. SCP is a cross-sectoral issue, and we will have to have a set of SCP indicators to monitor progress, which could have some relevance to the SDGs.

Chantal Line Carpentier (Corridor talk– is it a cross cutting issue, should there be specific goals for women?)

Jeffrey Barber – The WSSD identified 3 overarching objectives of sustainable development; one was to achieve sustainable patterns of production and consumption. Is this being taken in the SDGs or is it going to be forgotten?

We will know when it comes out, but poverty alleviation has been a main theme at Rio+20.

Vanessa Timmer – Can we share the template already?

We have a draft, which we hope to present at a stakeholder consultation. The idea of this template is that we want to make sure that the eventual programs correspond to the 11 points in the 10YFP text.

What is the role of national stakeholder focal points?

Stakeholders are invited to nominate focal points. We will be working together with the board on the selection. The 10YFP text is clear that ensuring participation of stakeholders is critical.

Greg Crosby – How is the private sector involved? It must be included.

We had them engaged in the Marrakech Process, but not enough. We need more participants, and it is very much our intention to engage the private sector. We hope that this is one area where there will be a big difference between the 10YFP and the Marrakech Process. This won't work unless it is open and inclusionary.

Chantal Line Carpentier – These efforts can only work if consumption patterns are changed in the developed world, and funds are given to developing countries to change production/industrial processes. This effort must engage as broad of a range of participants as possible, including the business community. There must be a way to make these goals relevant both to developing countries and the developed world.

H. Center for a New American Dream – video

Available at: <http://www.newdream.org/resources/videos/share-spray>

Monika Thiele

Are there outreach efforts? Meetup.com is a great way to connect thinkers.

Anna Awimbo

That is actually one of our needs. We have a map of events related to our environment/sustainability initiatives.

Simplify the Holidays campaign – it engages people to simplify their holidays. It's an ongoing campaign, and was tweeted by Bill McKibben. Also in Canada - <http://www.metrovancouver.org/christmas/Pages/default.aspx>

Hilary French

The SCP Clearinghouse – it offers a great opportunity through the North American portal, which will showcase regional and sectoral efforts on SCP. Everyone can submit material on it and allows everyone to share experiences.

David Levine

The idea behind the American Sustainable Business Council was to create a business voice and a presence to drive sustainability policies. It collectively represents over 150,000 businesses.

Key piece of the conversation is that it's not enough for businesses to move the market to become more sustainable; if we don't have that voice in the halls of government, it's not enough. How do we move from acting to being a political voice?

I. Opportunities for Collaboration and Next Steps

Who is missing from NARSPAC? What does this region need?

Hilary French – Private sector is the key. Impressed by sustainability efforts by business players, and recognize SCP as a big business opportunity and are aware of politics, funding. We cannot ignore this community.

Philip Vegragt

This isn't just about a once-a-year meeting. We should think about developing proposals and initiatives for the future.

Peter Denton

What's missing is faith-based organizations. If this is a conversation about values, then transforming values is important. The Canadian Government should be here, and the fact that they are not here says something, and reflects national priorities.

Peter Adriance

We need faith networks. Not just faith-based groups, but interfaith groups as well. Education for sustainable networks. Cross-sectoral, K-12 students.

Maurie Cohen

I agree with Hilary. The level of conversation with the private sector is mind boggling. It's hard to assess how much the thinking of sustainability directors reflects overall company position, but it is a move in the right direction. SCORAI listserv - Crowdsourcing, getting the word out.

Maggie Comstock

Local governments, as well as tools and resources.

Monika Thiele

Agree. Enabling cities through local networks is very important.

Emmanuel Prinnet

Insurance companies could be huge barriers to change, and need to be involved. Financial players must be engaged. Media, youth.

Anna Awimbo

Educators and youth. If we want to change attitudes, we must focus on K-12

Amy Fraenkel

Must also engage universities

Maurie Cohen

Primary funders of academic research don't see this as research codified. Research funders are missing from this conversation.

Diallo Shabazz

Some types of organizations are missing. Some groups are looking at poverty alleviation through SCP, but frame it as environmental justice issues, versus SCP. How to scale local programs up? We should include these organizations – African American/minority groups, etc.

Jeffrey Barber

The “major groups” are organized around identity, but other important groups are organized around certain sectors as well as place. “Communities of practice” should also be involved in this conversation.

Peter Adriance

Communication in a way in which others can identify. Must be able to communicate to the common person.

Maggie Comstock

SCP needs to be part of a definition of a sustainable city. If SCP is clearly defined as an integral part of that messaging, it would help.

Emmanuel Prinnet

I have the draft document from on an SCP framework for Canada that was prepared after the Washington DC meeting in 2009. This may be an opportunity to create a national and then regional framework.

Philip Vergragt

What's missing is an overall mission and an overall strategy. We can create a working group, but what after?

Ted MacDonald

We need to translate SCP into official, government language. There is no programmatic management strategy that refers to SCP. There are a number of other ways by which it's

referred to, but it's not in the government lexicon. Resource efficiency is one banner and approach, but this may be problematic.

Sarah Dayringer

Re: Working Group – How do we increase our networks and engage those who are missing before we think about 'what's next'?

Climate Nexus – is a great resource. It's a group that helps interfaith/faith-based organizations communicate about the issue of climate change.

Exercise – Let's project, ten years from now, what do we want to see? What kind of progress? Let's do a report, based on interviews from stakeholders in different groups.

Tasks

Increase reach
Prepare deliverable to 10YFPBoard
SPAC communities and engagement
Communications/translation/framing
Life cycle assessment
Sustainable Development Goals
North America SCP Framework
Working group and a compilation of initiatives

Offers

SCP Clearinghouse, North American portal
Manitoba resource on transmitting information
Elisabeth Guilbaud-Cox - UN Earth Day, World Environment Day, Social media – link to web sites, UN Food waste

Philip Vergragt

New Economics – challenging economic paradigm on micro and macro level

Rio + 20 – 700 initiatives – higher educations sustainability initiatives (Chantal Line Carpentier)
Group de Montblanc (Chantal Line Carpentier). Way to integrate social, environment with sustainability.

J. Evaluation of the Workshop Process

What worked?

- The size of the meeting – it was not too big
- The diversity of the group which brought different ideas forward
- Breakout groups were very good
- The forced integration of perspectives from the different groupings because of the three different breakout group configurations
- The facilitation
- Half day and then another half-day – it provides an opportunity to mull things over overnight and everyone has great energy the following morning

- Piggybacking timing with the UNEP RONA Consultation

Improvements

- Internet was not fast enough to play the New Dream video
- The video conferencing didn't work
- Better breakfast downstairs in the lobby 😊

K. Concluding Comments

What is one word that comes to mind when you think of sustainable production and consumption?

Process

Circular

Systems

Green

Relationship

Productivity

Inclusivity

Consumer Assistance

Realism

Consumer Involvement

Health

Understanding

Sufficient

Walmart

Opportunity

Reducing

Convergence

Breadth

Future

Urgency

Transformation

V. Index Cards – Needs, Offers, Opportunities

Abby Lindsay, US State Department

The US engages many trade partner countries through environmental cooperation, and in particular, has programs to advance sustainable production. While these efforts are focused on non-North American countries, we are interested in building further collaborations based on these activities and supporting the global SCP effort.

Anna Awimbo, Center for a New American Dream

Needs: Research support – polls, surveys on issues of SCP that help gauge consumer attitudes in N. America and the world. Opportunities to share our work at workshops and conferences.

Offers: Resources available through our site, guides, videos, animations, and webinars –with tools and tips for moving toward SCP.

Opportunities: Sharing blogs, which would go out to folks in our network.

Chantal Line Carpentier, UN DESA

Needs: Concerted effort from non-state actors, funding for the non-DCs, implementation strategies

Offers: UN Major Groups system

Opportunities: Retreat on SDGs and meeting on MLDF in January

Diallo Shabazz, Radical Ideas

Resources: Publications produced by civil society stakeholders (Integrative Strategies Forum, Red River College, etc.) which provide institutional history, best practices, and future challenges related to SCP.

Offers: Support stakeholders in creating public education models & youth engagement strategies related to their work on SCP.

Derry Allen, US EPA

Needs: Business collaboration, government collaboration

Opportunities: Get government and business leaders to speak about 10YFP in different fora; hold another US-Canada workshop?

Emmanuel Prinet, One Earth

Needs: Need business associations to be involved, and also to stay in touch regularly with each other, and also to meet in person regularly. Should involve insurers, investors, financiers, artists, communicators, local authorities, media, youth, foundations.

Offers: Future visualization stories of positive futures

Opportunities: Look at the draft Canadian SCP framework (developed in 2009 onwards), and see how to develop it further. Also, we can engage Canadian and US governments to find out if/when they can adopt a national strategy. We should look at stories, narratives, words that sell, and visualizations of a sustainable future, for sustainable consumption & production. That is something we, as a diverse group, can all work on.

Resources: Global research forum on sustainable production and consumption, NARSPAC

Stakeholders: Business and industry

Greg Crosby, US Dept of Agriculture

Needs: Get major corporations at the table on this, or no chance to influence production; need a major education outreach effort to consumers (households) and corporations as consumers (retailers, wholesalers); change business models toward SCP principles

Offers: I can gather related programs from land-grant universities and country extension offices.

Resources: Connection to the US cooperative extension system and electronic extension at www.extension.org (useful to developed and developing countries).

Opportunities: Assisting the USDA LCA digital commons and working w. EPA and DoE in this regard.

Stakeholders: Members of the US National Network on Sustainable Living Education, connecting with the Agri-food Task Force and the Sustainable Food Systems (FAO/UNEP).

Hilary French, UNEP RONA

Needs: Engagement; organizing/facilitating support

Offers: Use convening ability, make conference room available (occasionally)

Opportunities: Deeper North American participation/engagement in the 10YFP; North American portal on UNEP SCP Clearing house

Resources: Convening ability NA portal on Clearinghouse; funding (limited) for occasional meetings (maybe)

Stakeholders: Private sector!

Events: TBD

Jeffrey Barber, Integrated Strategies Forum

Offers: NARSPAC invites RONA, EPA, USDA, USBC, CNAD, Canadian agencies, and others to be partners in exploring opportunities for dialogue on SPC, especially with the private sector.

Resources: A 10YFP working group was recently created as part of International Coalition for Sustainable Production and Consumption (ICSPAC) to follow the 10YFP process.

Maggie Comstock, US Green Building Council

Needs: Need to connect governments with policy recommendations and resources, need financing for cities and organizations.

Offers: Green building-related resources for the clearinghouse

Opportunities: SCP needs to become part of the definition for a "Sustainable City."

Resources: Policy best practices for local governments (menu of options).

Stakeholders: Private sector, local governments

Events: Connect governments with NGOs who can support these efforts.

Maurie Cohen, New Jersey Institute of Technology

Needs: Voluntary assistance with social media, Web site development, and related activities.

Offers: Become an affiliate of SCORAI @ www.scorai.org

Opportunities: SCORAI

Resources: Sustainable Consumption Research and Action Initiative (SCORAI) – a network of 500+ academics and policy practitioners around the world working on SCP (join the listserve, also contribute to the monthly newsletter – www.scorai.org).

Sustainability: Science, Practice and Policy (SSPP) – I am the editor of this online, open access journal that serves as an important channel for publishing policy-relevant perspectives in sustainability, social science, and SCP.

Peter Adriance, Bah'ais of the US

Offers: Connection with faith communities, help spread the word on SCP in my networks.

Resources: Transition US + transition towns across North America; Story of Stuff team; US partnership for Education for Sustainable Development. Tools: Twitter, Facebook, YouTube.

Events: Earth Day, Lent (for Christians), numerous faith community programs, encouraging sustainable behavior/practices.

Peter Denton, Red River College

Needs: Voluntary assistance with social media, Web site development

Offers: Interesting in educating or presenting on issues related to 10YFP, esp. in multi-stakeholder context and policy development. Can bring understanding of multi-faith religious perspectives to the table, along with understanding of science and technological systems, and also current security issues around the world. Idea for food waste: YouTube videos with carbon/energy counter in the corner....and having the last frame food thrown away or wasted.

Opportunities: Stakeholder focal point

Resources: Manitoba Education for Sustainable Development Working Group – First provincial one and started ESD across Canada – is multi-stakeholder and growing; Center for Applied Research in Sustainable Infrastructure at Red River College; Ocean Manitoba (CEO is Christina McDonald).

Stakeholders: Deputy Minister of Education and Advanced Education (Dr. Gerald Farthing, UNECE chair for ESD Decade, see MB sustainability)

Janis Brizga, Green Liberty, ANPED

Offers: Global research forum on SCP research community

Opportunities: More research on value change and new economic models; links and experience from Europe; use economic recession for raising discussion and showing possibilities.

Philip Vergragt, Tellus Institute, Clark University

Needs: Some funding (Web site, outreach), access to government agencies, institutional support

Offers: SCORAI network – opportunities for dialogues with SCP researchers, can take the lead in SCP strategy for N. America,

Opportunities: SCORAI conference at Clark U, strategic workshops on SCP N. America

Resources: Research community is a large untapped resource

Sarah Daryinger, SustainUS.Org

Needs: Lobby appeal to G77 member state board reps on why G77 is key to addressing production side.

Offers: Using some of the key dates Chantal Line mentioned and taking advantage and action informing, participation, and engagement. Working on private sector outreach.

Opportunities: I'm available (unemployed) for full-time work on this.

Resources: North American youth networks working on Rio+20 and sustainable development issues in general.

Stakeholders: Private sector – Wal-Mart, and hopefully huge corporations like Apple.

Events: Follow up to Citizen's Summit on SD, or another N American Citizen's Summit on SD.

Ted MacDonald, US EPA

Needs: Should explore, share interests and opportunities through existing bilateral and multilateral cooperation in which US, Canada (and Mexico) can work together (CEC, APEC, OECD).

Offers: EPA is interested in developing further potential program areas under 10YFP – SPPI, LCA, Inputs into emerging SCP/Green Growth knowledge platform.

Opportunities: Consider developing N. American regional element under new SCP Clearinghouse

Vanessa Timmer, One Earth

Needs: Sustainable consumption and production strategy documents which identify leverage points / strategic priority areas for action / high-impact solutions.

Offers: Future visualization stories of positive futures – The Future We Want.org

Opportunities: Stakeholder focal points in the 10YFP on SCP

Resources: Global research forum on sustainable production and consumption, NARSPAC

Stakeholders: Business and industry, artists

VI. Workshop Participant List

Name	Position/Organization
1. Abby Lindsay	Bureau of Oceans and International Environmental and Scientific Affairs, US Department of State
2. Adriana Zacarias,	Project Officer at the United Nations Environment Programme (UNEP) Division of Technology, Industry and Economics (DTIE) (by video conference)
3. Amy Fraenkel	Regional Director, United Nations Environment Programme Regional Office for North America, (UNEP RONA)
4. Angie Leith	U.S. Environmental Protection Agency, Office of Resource Conservation and Recovery (US EPA)
5. Anna Awimbo	Director of Collaborative Communities, Center for a New American Dream
6. Bryan MacGannon	Deputy Director, Policy and Engagement, American Sustainable Business Council
7. Chantal Line Carpentier	Sustainable Development Officer, United Nations Department of Economic and Social Affairs (UN DESA)
8. Charles Arden-Clark,	Head of the Goods and Services Unit, Sustainable Consumption and Production, UNEP Division of Technology, Industry and Economics (by video conference)
9. David Levine	Co-founder and Executive Director, American Sustainable Business Council
10. Derry Allen	Counselor, Office of Strategic Environmental Management Office of Policy, U.S. Environmental Protection Agency, (US EPA)
11. Diallo Shabazz	Managing Director, Radical Ideas LLC
12. Elisabeth Guilbaud-Cox,	Head of Communications, UNEP-RONA
13. Elise Golan	Director of Sustainable Development, United States Department of Agriculture, (USDA)
14. Emily Werner	Consultant, United Nations Environment Programme Regional Office for North America, (UNEP RONA)

- 15. Emmanuel Prinnet** Policy Director, One Earth Initiative
- 16. Greg Crosby** National Program Leader, Sustainable Development, Institute of Bioenergy, Climate, and Environment (IBCE), National Institute of Food and Agriculture (NIFA), US Department of Agriculture, (USDA)
- 17. Hilary French** Programme Officer, Climate Change and Resource Efficiency, United Nations Environment Program, (UNEP RONA)
- 18. Jack Luskin** Emeritus, University of Massachusetts Lowell
- 19. Janis Brizga** Board of Directors, Green Liberty, Northern Alliance for Sustainability (ANPED)
- 20. Jeffrey Barber** President/ Executive Director, Integrative Strategies Forum (ISF)
- 21. Katya Kuang-Idba** Environmental Policy Intern, United Nations Environment Programme Regional Office for North America, (UNEP RONA)
- 22. Karen Onthank** Deputy Director, Integrative Strategies Forum, (ISF)
- 23. Lewis Akenji** Research Fellow and Senior Consultant, IGES
- 24. Lukas Gudinskas** First Secretary (Environment), Canadian Embassy in Washington
- 25. Maggie Comstock** Policy Associate, Advocacy and Public Policy, U.S. Green Building Council
- 26. Maurie Cohen** Associate Professor of Environmental Policy and Sustainability, New Jersey Institute of Technology
- 27. Monika Thiele** Programme Officer/Focal Point for North America, Convention on the Conservation of Migratory Species, United Nations Environment Programme, (UNEP)
- 28. Patricia (Kit) Norland** UNEP Desk officer, US State Department
- 29. Peter Adriance** Representative for Sustainable Development, Office of Public Affairs, Baha'is of the U.S.
- 30. Peter Denton** Instructor in Ethics and Sustainability, Red River College
- 31. Philip Vergragt** Fellow, Tellus Institute; Professor Emeritus of Technology Assessment, Delft University of Technology; Research Professor, Clark University
- 32. Sarah Daryinger** Coordinator, SustainUS Org

33. Ted MacDonald Office of Global Affairs and Policy, Office of International and Tribal Affairs, U.S. Environmental Protection Agency, (US EPA)

34. Vanessa Timmer Executive Director, One Earth Initiative