

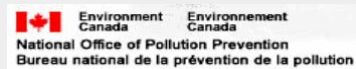
Producing and Consuming Sustainably in North America

A regional overview of initiatives and strategies promoting sustainable production and consumption

6 November 2008, Washington, DC



North American Sustainable Consumption Alliance (NASCA)



www.nasca.icspac.net

How to map and engage the hundreds of initiatives changing production and consumption patterns?

1. Residential Energy Efficiency Project(REEP Waterloo Region)
2. Coastal Labrador Waste Action Plan
3. Chimalapas Project.
4. Commission of Studies of the Private Sector for sustainable Development.
5. DESIRE Demonstration in Small Industries for Reducing Waste.
6. Ecology - efficiency in the Private Sector. National camera of the Industry transformation(CAR).
7. Energias renovables en Baja California Sur
8. Management of Water Catchment Areas for the Río Lerma in the Toluca Valley and for the Río Balsas
9. Comercio Justo. 'Right Commerce'
10. Ecosolar
11. Corporate Knights Magazine
12. Centre de gestion des déplacements du centre-ville de Montréal – Self-service bike station
13. Enviroclub-^{OM}-^{Program}
14. Innu Nation Guardian Program
15. Group To promote Education and the Sustainable Development
16. Extended Producer Responsibility (EPR) and Stewardship
17. Environmental Choice Program
18. NSERC (Natural Science and Engineering Research Council of Canada) Industrial Chair in Site Remediation and Management
19. Canadian Standards Association Sustainable Forest Management
20. MyKyoto.ca – Stop Climate Change!
24. Life Cycle Value Assessment
25. S.M.A.R.T. Movement
26. Trip Reducing Program (Save Money and the Air by Reducing Trips)
27. Green Leaf- Hotel Eco-Rating Program
28. Green Building Design
29. Transportation Demand Management
30. FEMISCA
31. SAGARPA
32. Agromercados.
33. Diocese of Charlottetown - The Enviro Church Conservation Program (ECCP)
34. Certified Organic Associations of British Columbia
35. RiverSafe Car Wash Campaign
36. Home Tune-Up Program
37. The Otesha Project
38. Cool Shops
39. GIPPER (Governments Incorporating Procurement Practices which are Environmentally Responsible)
40. PollutionWatch
41. Fridge Exchange Program
42. Water Efficient Demonstration Community
43. Electronics Product Stewardship Canada
44. AutoShare
45. Living Greener Calendar
46. Green Power Initiative
47. Healthy Lawn Program
48. Partners for Climate Protection (PCP)
49. Cleaners, Toxins and the Ecosystem Project
The CancerSmart Consumer Guide
50. Sierra Youth Coalition's Sustainable Campuses Project

A decentralized, regional movement continues to evolve.



Different practices & practitioners linked within “communities of practice”



Corporate Climate Response

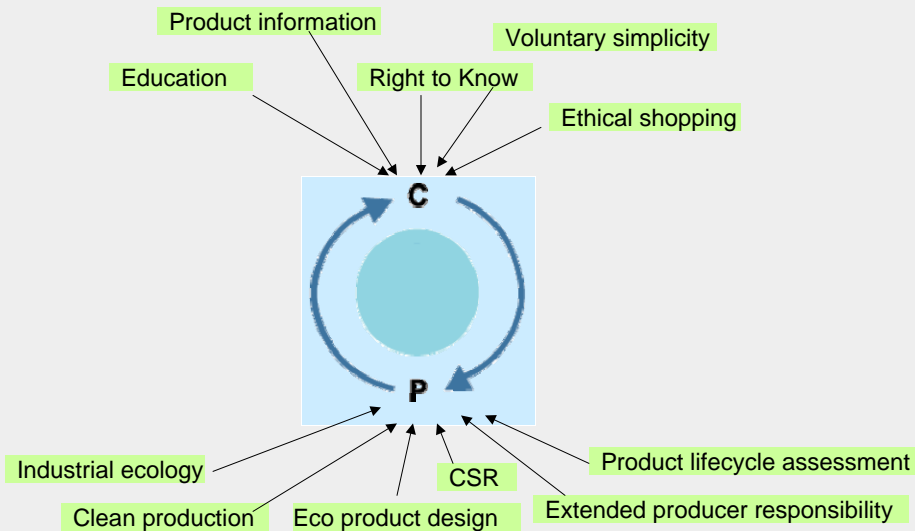


Each with their own:

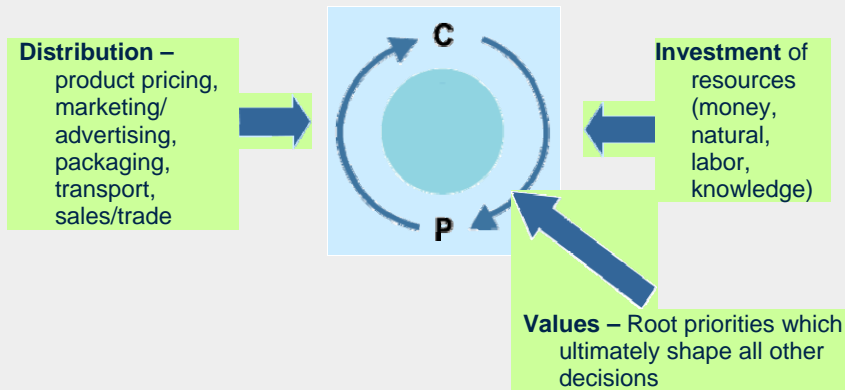
- concepts and principles
- literature (key books, papers)
- skills, training, education
- terminology or jargon
- gatherings (conferences, study groups)
- goals or aims
- saints and heroes
- personal friendships
- collective history



Some practices target leverage points focused more on consumption, others on production



Other practices target leverage points *driving* production & consumption decisions



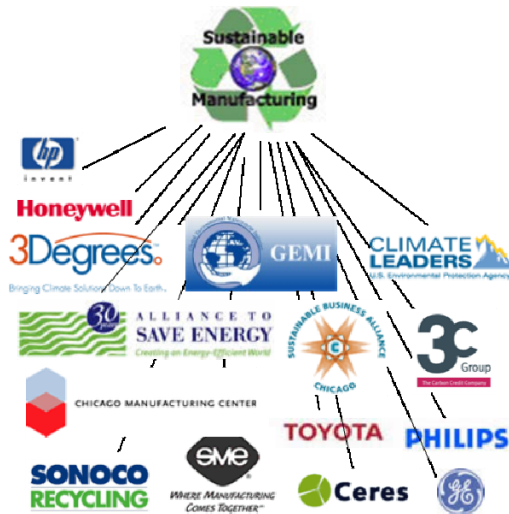
Consumption-based practices and communities:



Key Terms:

- Simplicity
- Simple living
- Downshifting
- Frugality
- Sufficiency
- Quality of life

Production-based practices & communities: Sustainable manufacturing



Key terms:

- Competitiveness & profitability
- Green product portfolio
- Low-carbon products
- Carbon offsetting
- Lifecycle approach
- Emissions reduction
- Sustainable supply chain management
- Remanufacturing

Production-based practices & communities: Corporate Social Responsibility

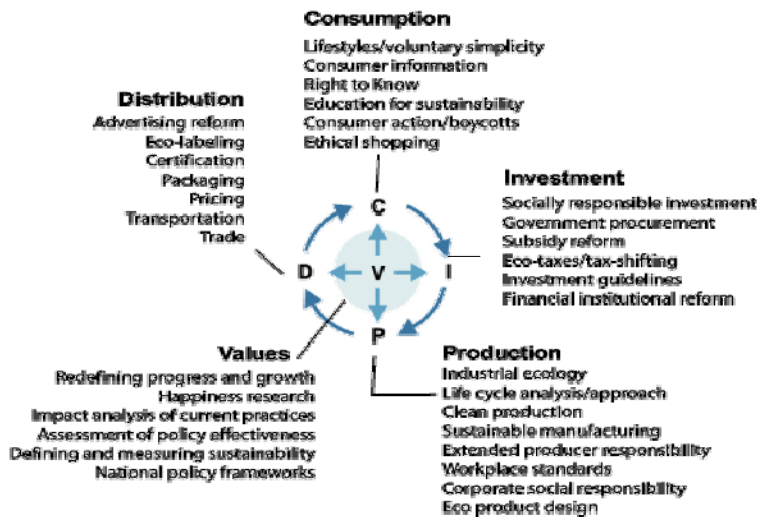
Key terms:

- Triple Bottom Line (3BL)
- Responsible entrepreneurship
- Corporate citizenship
- Voluntary initiatives
- Continuous improvement
- Environmental management system (EMS)
- Supply chain management

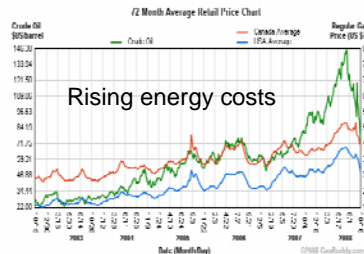
Business networks linking local communities of practice



How to support the range of different practices and communities of practice targeting different leverage points?



The political context is changing



- Until recently, “sustainable consumption” viewed as risky.
- Economic changes forcing reduction in consumption.
- As costs rise, citizens are re-thinking what is important.
- Public concern with worsening environmental & social trends is growing.
- Increasing demand for change – not rhetoric and jargon but practical solutions.

Evolution of a movement

1. A decentralized, regional **movement** continues to evolve.
2. This movement consists of many different **communities of practice**.
3. The concept of “success” and its measures are changing.
4. The **political context** is changing
5. These current practices are each part of an evolving **vision** of a sustainable economy, yet the movement towards this is fragmented.
6. Regional **support** efforts could encourage and improve cooperation, exchange of knowledge and tools, and visibility of practices.