

PART ONE: GROUP PROJECTS

Project #1

TITLE: North American Alliance Survey

DESCRIPTION: Have the North American Alliance create an exhaustive survey of Sustainable Production & Consumption activities & projects. Collective and country-specific (eventually sector / industry specific too). “User friendly” for decision makers, media, K-12 schools and Higher Ed / research institutions. This project supports all the others presented.

OUTCOME:

- Registry / DATA BASE including:
 - Actors
 - Industry Sectors
 - Groups (NGOs)
 - Gov. Bodies
 - Others as identified

- Survey Portal website that will also include:
 - Database of SC policies

SCHEDULE/NEXT STEPS:

- **1st 6 months:** Agree, Identify “Players,” Funders, Users
- **One Year:** Initial survey first cut
- **Ongoing:** Renewing, Updating
 - Need to decide whether survey should be a purchased product/service or a supported one

RESOURCES:

- OECD / UN Foundations
- ICMA / NACO / ICEL OTHERS

OUTLINE DEVELOPED BY: Dianne

INTERESTED IN WORKING ON PROJECT: Luis, Tania, Kevin, Mario, Alicia, Jeffrey

Project #2

TITLE: Sustainable Consumption / Sustainable Production Conference

DESCRIPTION: SECURING THE FUTURE: A Sustainable Consumption and Production Working Conference

The Alliance will host the first North American Sustainable Consumption and Production Conference. This conference will build on the current work of the Alliance (eg. an exhaustive survey of N.A. Sustainable Production & Consumption activities & projects, tri-national campaign for buyers & Government procurement, etc.), showcase other initiatives, and provide a forum for raising the visibility of sustainable consumption and production. Participants will include network members and other key stakeholders, many of whom will be identified by the survey. Attendees will have the opportunity to learn about innovative approaches, successful pilot programs, and available resources.

OUTCOME: Develop a North American synergy for action on promotion of SC / SP.

SCHEDULE/NEXT STEPS:

- * Form Conf. Planning / Organizing Committee
- * I.D. Resources
- * Program Planning
- * Locate Venue
- * Identify invitees/participants from the following categories:
 - NGOs
 - Manufacturing
 - National Government
 - Green Industry
 - Academia
 - Local Government
 - Agriculture
 - Community Organizations
 - Transport
 - State / Provincial Government
 - Funders
 - Community - Based Organizations
 - Service
 - Environmentally Appropriate Business
 - Youth

RESOURCES:

- People with commitment
- Money
- Time

OUTLINE DEVELOPED BY: Jack

INTERESTED IN WORKING ON PROJECT: Jeffrey, Chris, Duncan, Isabella, Mario

Project #3

TITLE: National Policy Framework Campaign

DESCRIPTION: Develop a campaign in each country to get the government to realize their 1992 commitment / obligation at Rio to develop a national policy framework on sustainable production and consumption.

OUTCOMES:

- Greater government attention and priority given to SPAC policies and priorities.
- Development and integration of nat'l SPAC policies.
- Improvements in public awareness, understanding and consumption practices.
- Nationwide attention and encouragement given to local and state campaigns to establish SPAC policies at those levels.
- Eventually development of national policy framework on SPAC as part of nat'l sustainable development strategy.

SCHEDULE/NEXT STEPS:

Next Steps

-Link this campaign with the UN 10 year work program on SPAC coming out of the WSSD.

Next 2 years

- Survey current nat'l policies promoting different aspects of SPAC (e.g., EPR, procurement, subsidy reform, education, RTK) that have been est. in different agencies.

- Access political priorities: For linkages and policy coherence among these policies. What is immediately possible to achieve with relatively modest effort.

- Identify obstacles: (institutional, political) to policies and coherence. What are the more difficult battles ahead, requiring serious strategy and determined effort.

2002 – 2003 (linked to election campaigns)

- Build alliance with individuals, institutions, campaigns, etc. promoting these policies and priorities, building strength and intelligence thru collective efforts.

- Organize media / public awareness campaign. Communicate the benefits of these policies (improving quality of life)

2003 –2004

- Develop and use indicators to monitor and assess progress
- Use results to promote nat'l debate on progress in improving nat'l quality of life.
- Continue to build awareness and support for SPAC policies and practices, at nat'l and local levels.

RESOURCES:

- Concern, commitment and emotional stamina among campaigners
- Knowledge / experience
- Appropriate information
- Political savvy
- Public communication skills
- Money
- Communication tech
- Healthy relationships among partners

OUTLINE DEVELOPED BY: Jeffrey

Project #4

TITLE: Interactive Consumption Web Site

DESCRIPTION: Create an interactive website that show the implications (social, ecological or economic) of consumption.

WWW.
therealface.lacarar
eal.vraivisage.
ORG

Household
Chemical vs Natural
Cleaners Cleaners

Icons for:

Food
Transport
Household
Clothes
Energy
Personal Care

Español English
Français

[Logo?]

OUTLINE DEVELOPED BY: Riaz, Alejandro

Project #5

TITLE: Tri-National Buyers Campaign

DESCRIPTION: Develop a tri-national campaign on the power of purchasing aimed at government, institutions, investors, and other consumers, using our various projects as examples.

OUTCOMES:

- Create a tri-national network to promote community-supported sustainable agriculture
- Create marketing materials that have a “healthy choices” message
- Engage stakeholders by developing targeted information campaigns for the following types of consumers:
 - Government
 - NGO’s
 - Youth
 - Families
 - Industry
 - Cities

OUTLINE DEVELOPED BY: Chantal Line, Monica, Mario, Isabella

INTERESTED IN WORKING ON PROJECT: Rodney

Project #6

TITLE: Government Procurement

DESCRIPTION: Develop a plan to get each national government (and eventually state / provincial and local) to set measurable objectives for sustainable procurement. This is the best leverage we have - in the USA alone, government purchasing accounts for over half a trillion \$ US per year.

OUTCOMES:

- Laws or administrative orders in each country setting measurable targets
- Implementation of laws / orders by enforcing agency
- Reports on status / progress

SCHEDULE / NEXT STEPS:

- Get sponsorship of CEC (2002/03)
- Alliance “Leaders” and national representatives meet with environmental agencies
- Propose draft legislation / orders for each country (2002/04)
- Develop grass-roots support for above (2002/03/04)

OUTLINE DEVELOPED BY: Arthur, Alicia

Project #7

TITLE: EnviroBuyer.com

DESCRIPTION: Create a trinational consumer database on the web. The Internet does not currently have a query / list serve for products / services.

OUTCOMES:

A web-based database of environmentally responsible products, services, and technologies, searchable by product, that would include information about:

- Company Name
- Brand Name
- Application (use)
- Availability (where can you get it)
- Environmental issues
- Certification / endorsement

(see sample entry on next page)

NEXT STEPS/SCHEDULE:

- Research and identify existing databases of EPP
- Develop policy for inclusion on database re: environmental performance
- Link Environmental Performance to climate change benefits (cost/benefit analysis)
- Develop internet web-site that is catchy and has Spanish, English, French icons
- Promotion/ advertise on search engines

OUTLINE DEVELOPED BY: Kevin

INTERESTED IN WORKING ON PROJECT: Luis, Tania

Fields

Company

Brand Name

Application

Availability

Environmental Issues

Certification

Case Study / Testimonials

Sample Entry

Interface

Selenium

Floor Covering

Interface Sales Officers www.interface.com

Indoor air quality recycled content VOC – adhesive

Eco Logo, WWF

Natural Resources Canada Head Officer www.NRCAN.CA

Project #8

TITLE: Sustainable Households

DESCRIPTION: Develop interactive materials that show the contrast between “sustainable” and “unsustainable” households and provide specific information about environmentally preferable products/services/behaviors. Develop policy materials for governments about sustainable households.

OUTCOMES:

- Interactive web site showing more sustainable and less sustainable versions of different types of households (urban, rural, northern/remote)
- Printed materials?
- Policy document to help governments understand the importance of sustainable household consumption and learn how to encourage it

NEXT STEPS/SCHEDULE:

Activity	Target Date
1) What does a SC household look like in each country <ul style="list-style-type: none">◆ Research project◆ Framework◆ Create a vision◆ Before/After poster◆ Indicators of a Sustainable Household – aggregate of what consumers look like – composite indicators<ul style="list-style-type: none">- Sustainable transportation (CO2 qty)- Energy efficiency (GHG)- Food Purchases- Ecological Footprint- Consumer Products- linkages to childrens health	2003-2004
1b) Update Citizens Guide to P2 by including SC	2003-2004
2) Develop a SC policy roadmap using research work <ul style="list-style-type: none">◆ Background info◆ Case studies◆ Sustainable households◆ Guidance document for government policy makers & analysts◆ Bottom up –linkages to Climate change, SDS strategies◆ Tools – host of<ul style="list-style-type: none">- Apply to SC & SP- Fiscal, EPR, taxes, green procurement, public outreach- Reporting – accountability<ul style="list-style-type: none">- Performance measures- Follow-up process	2004-2005

OUTLINE DEVELOPED BY: Chris, Rodney, Corey, Alice, Duncan, Anne, Tania

PART TWO: PROJECTS SUGGESTED BUT NOT WORKED ON IN GROUPS

- Foster a geographically based, grass roots, sustainable consumption campaign
- Foster an Industrial Sector sustainable consumption Campaign
- Develop a workshop on connecting sustainable consumption and pollution prevention/ cleaner production
- Research how other sustainable consumption roundtables around the world have moved forward on this issue and begin partnering with them
- Develop a sustainable consumption curriculum for schools
- Develop a North American code of sustainable production and a corresponding recognition program
- Develop a program to encourage producers to adopt design for environment and extended producer responsibility practices
- Develop a model policy on sustainable consumption (including manufacturer responsibility) to be adopted broadly in North America by governments, tribes, businesses and institutions
- Find partners from the industrial sector to help push the issue from the “inside”
- Influence the CEC to promote sustainable consumption
- Develop an Internet site in order to gather best practices or case studies – it will be maintaining in Canada, the U.S., and Mexico in 3 languages
- Develop a North American database of environmentally responsible products, services and technologies
- Create a trilateral consumer database
- Organize a consumer buyer’s group that will target specific products