



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

Sustainable Consumption in Germany and beyond

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Why is Sustainable Consumption important?

- Some Facts

- If people worldwide switched to energy efficient lightbulbs the world would save **US\$120 billion** annually
- In Germany: **30% of electricity** is used for household appliances which makes up 12% of all CO₂-emissions
- More than **70% of GHG** are caused by consumption decisions
- The major cause for **loss of biodiversity** globally is food production
- Each year, **one third of all food produced** – equivalent to 1.3 billion tonnes worth around \$1 trillion – **gets wasted**



10 Year Framework of Programmes on SCP

- Decision at the World Summit in Rio 2012
- Objectives: Change consumption and production in a global effort and support regional and national initiatives
- Programmes:
 - Consumer information
 - Public procurement
 - Buildings and construction
 - Tourism
 - Lifestyles and education
 - Food systems (to be launched end of 2015)





Sustainable Development Goals

- On 25 September 2015, world leaders adopted the 2030 Agenda for Sustainable Development,
- Set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030
- **Goal 12: Ensure SCP**
 - 12.1: Implement the 10 YFP Programs
 - 12.2: By 2030, achieve the sustainable management and efficient use of natural resources
 - 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
 - 12.8: Ensure relevant information and awareness for people everywhere by 2030
 - 12.7. Promote public procurement practices that are sustainable





Opportunities and Barriers

What do Germans think about sustainable consumption?

- **60%** think that **we need to consume less** and more resource efficient
- However: Gap between what people think and how they act

Barriers:

- Measures are often highly unpopular
- Information deficit vs. Information overflow
- Routines of daily behavior/ Path dependencies
- Availability of affordable alternatives
- Lifestyle, status considerations, and social norms



Policy on Sustainable Consumption

- **Necessity to do something** – also with regard to other political goals
- So far, most programs, strategies and instruments **focus on production**
- There are instruments on **sustainable consumption** – but **very fragmented** in different thematic fields
- Even though there is a variety of links and instruments – so far **little cooperation and consistency**



National Program for Sustainable Consumption

Still work in progress...



Guiding Principles

- Program as a **platform**
- Sustainable Consumption needs to evolve from **niche market into mainstream**
- Consumers have to be **empowered** to consume sustainably
- All parts of the **society** have to be involved and able to actively participate
- **Life-cycle approach** (no outsourcing of problems)



National Program for Sustainable Consumption

Cross-cutting instruments:

- Societal Discussion about (change of) Lifestyles
- Education
- Consumer Information
- Environmental and Social Labels
- Eco-Design
- Sustainable Public Procurement
- Research on Sustainable Consumption
- Social Innovations
- Monitoring on Sustainable Consumption



National Program for Sustainable Consumption - Six Thematic Fields (1)

Mobility

- Barriers: current lifestyles and missing alternatives
- Possible measures: support climate friendly forms of mobility; foster the interconnectedness of different forms of mobility; facilitate short distances in daily life

Nutrition

- Barriers: personal habits; organization of daily life; affordable alternatives (partly)
- Possible measures: sustainable nutrition as health concept; minimizing food waste; strengthening regional food systems etc.



Six thematic fields (2)

Home and Living

- Barriers: organization of daily life; increase in demand for living space
- Possible measures: support of resource-efficient household goods; measures for efficient heating etc.

Work and Office

- Barriers: availability of alternatives; influence on production chain
- Possible measures: extending the life span of ICT appliances; support use of recycling paper etc.



Six thematic fields (3)

Clothing

- Barriers: habits; availability of alternatives; influencing the production chain
- Possible measures: raising awareness on consumption of clothes and circumstances of their production; support recycling of textiles etc.

Tourism

- Barriers: habits; availability of alternatives
- Possible measures: transparency in sustainable tourism; support of climate friendly vacation etc.



Addressing Biodiversity - Status Quo -

- Biodiversity regarded as **important issue** by people (nature awareness study)
- Biodiversity is **rarely linked** to consumption (sometimes through media)
- **High communication potential** of biodiversity
- **Identification** of biodiversity aspects of products and services **difficult**
- Consumption addressed in the **Biodiversity Strategy**
- Activities closely linked to the National Program on Sustainable Consumption



Addressing Biodiversity - Instruments -

- **Life Cycle Assessment** for identification of biodiversity aspects of products and services
- Standard setting in **Ecolabels** like Blue Angel, EU-Ecolabel etc.
- Use of biodiversity related criteria in **Sustainable Public Procurement**
- **Federal Ecodesign Award**
- **Pilot projects**
- (Possible use of more binding instruments like Ecodesign-Directive or financial incentives)



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Thank you

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