

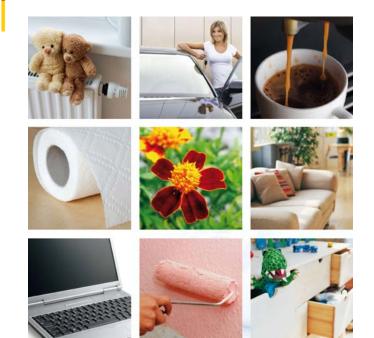
# Sustainable Consumption in Germany and beyond

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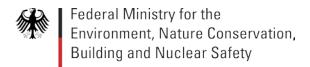






# Why is Sustainable Consumption important? - Some Facts

- 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

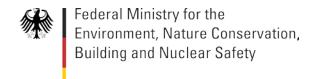
- Decision at the World Summit in Rio 2012
- Objectives: Change consumption and production in a global effort and support regional and national initiatives
- Programmes:
  - Consumer information
  - Public procurement
  - Buildings and construction
  - Tourism
  - Lifestyles and education
  - Food systems (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
- → <u>However</u>: Gap between what people think and how they act

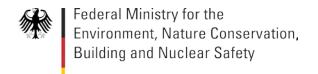
#### Barriers:

- 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**

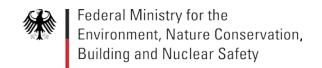
- Program as a platform
- Sustainable Consumption needs to evolve from niche market into mainstream
- Consumers have to be empowered to consume sustainably
- All parts of the society have to be involved and able to actively participate
- Life-cycle approach (no outsourcing of problems)



## 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
- <u>Possible measures</u>: support climate friendly forms of mobility; foster the interconnectedness of different forms of mobility; facilitate short distances in daily life

#### **Nutrition**

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



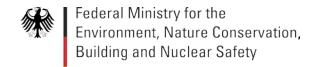
### Six thematic fields (2)

#### **Home and Living**

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

#### **Work and Office**

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



### Six thematic fields (3)

#### **Clothing**

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

#### **Tourism**

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



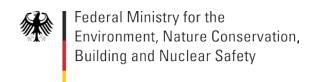
# Addressing Biodiversity - Status Quo -

- 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)



## Thank you

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