

Shaping the Future of Sustainable Consumption and Production in Canada



Session Facilitators:

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Objective



- Develop a **‘Portage Route’*** for Advancing SCP in Canada



*The sustainable evolution of the ‘Road Map’

Session Agenda



- Overview Presentation on SCP
 - to promote awareness of and information exchange on the linkages between SP and SC
- Open Space Exercise:
 - To collaboratively develop an action plan for advancing SCP in Canada
- Next Steps and Wrap-up



Source: Peter Menzel Photography, 2003



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Linking Sustainable Production and Consumption

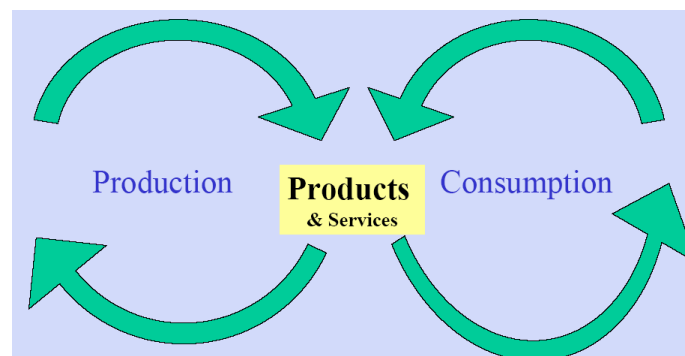


- Industry partners producing **Sustainable** products, using **Sustainable** practices
- Consumers / purchasing programs buying **Sustainable** products
- Buying Smarter

Strengthening the Linkages



- Need to make consumption and production patterns more sustainable
- Sustainable economies must be built around sustainable products, services and consumption patterns, not just sustainable industrial processes
- Need to foster communication and collaboration between the often distinct communities of people promoting sustainable production and consumption



International Activities on SCP



- Sustainable Production and Consumption Branch, United Nations Environment Program (UNEP)
 - **Marrakech Process**
- OECD
- International P2 Roundtables have shifted their focus to SCP
- ‘I will if you will. Towards sustainable consumption.’ UK Roundtable on SC
- North American Sustainable Consumption Alliance



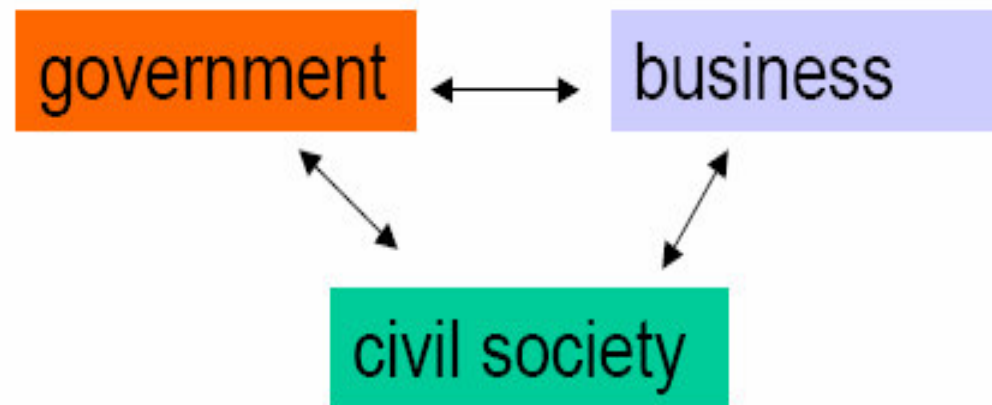
Canadian Activities on SCP

- Canadian Household and Environment Survey (Statistics Canada)
- Polling results of environmental attitudes
- “Consume This—Buying That Matters”
- Well attended sessions at the Canadian Pollution Prevention Roundtable on SC
- New longitudinal panel study on SC and consumer behavior

Change Agents

- Mandate or encourage change
- Educate and inform
- Change purchasing practices (adopt EPP policies)

- Change purchasing, production practices
- “Green” the supply chain
- Influence govt. action, consumer behavior



- Change purchasing behavior
- Influence production decisions
- Influence gov't. action

Source: University of Massachusetts Lowell

Open Space Exercise

Developing a 'Portage Route'*
for
Advancing SCP in Canada



Outcome of this Activity



A collaboratively developed '**Portage Route**' of specific activities, resources, policies or measures that participants can support or undertake to advance SCP in Canada

“What exactly is Open Space?”



“Open Space works best when the work to be done is complex, the people and ideas involved are diverse, the passion for resolution (and potential for conflict) are high, and the time to get it done was yesterday.

It's been called passion bounded by responsibility, the energy of a good coffee break, intentional self-organization, spirit at work, chaos and creativity, evolution in organization, and a simple, powerful way to get people and organizations moving -- when and where it's needed most.”

World Wide Open Space –[Http://www.openspaceworld.org/english/index.html](http://www.openspaceworld.org/english/index.html)

Approaches



- Traditional:
 - Identify existing problems, then try to fix them
- Appreciative Inquiry
 - Identify “where you want to be” or what you want to see happen”, then figure out how to “get there”

Initiative Tasks

Traditional



- Identify specific SCP problems/issues for an initiative
- Define the scope of the initiative
- Identify potential barriers to implementing the initiative and potential solutions for overcoming these obstacles
- Develop an action/business plan
- Summarize your outcomes on a single flip chart sheet and prepare to present them to the group

Initiative Tasks

Appreciative Inquiry



- Discover the "best of what is"— identify what works.
- Dream "what might be —envisioned processes that would work perfectly all the time.
- Design "what should be"—define and prioritize the elements of a perfect process
- Create a Destiny based on "what will be"—they participate in the creation of the design

Appreciative Inquiry



When you focus on what works and you dream of the possibilities, it's very inspiring to people.

Bob Stiller, Green Mountain Coffee Roasters

<http://hbswk.hbs.edu/archive/3684.html>

Open Space Exercise



Consider

1. What actions can be undertaken to advance sustainable consumption and production:
2. How can sectors/levels work together to advance the efforts identified in #1

Groups Matrix



	International	National/Provincial	Local
Government			
Business			
NGOs			
Academia			
Other			

Steps in the Process



1. Look at the flipcharts displayed around the room and decide in which group you would like to work
2. Join that group and work productively at the assigned tasks
3. Present group work to the rest of the session participants

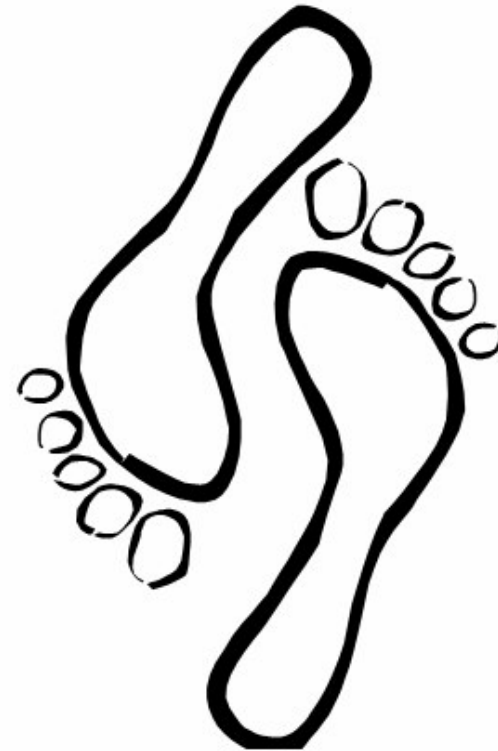
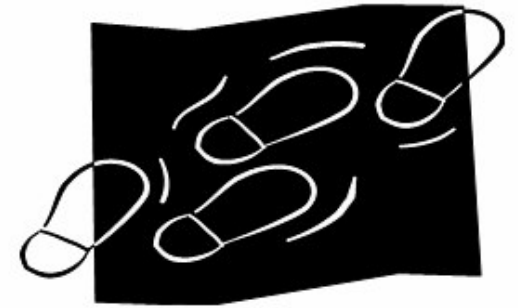
Group Report Out

(Action/Business Plan)



- Identify actions that can be undertaken to advance sustainable consumption and production for a specific cell of the matrix:
 - Who will fund these activities?
 - Other potential resources
 - partnerships, labour requirements, etc.
 - Timeframes
 - short to long term
 - Coordination/communication of the ideas
 - how do we move this ahead
 - Other

The Law of Two Feet



[motion & responsibility]

1 Minute Group Report

(Action/Business Plan)



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Personal Commitment



1. What cultural /policy changes do I want to see happen to encourage SCP in Canada?
2. What am I going to learn about SCP in the next six months which would work toward my answer to question #1?
3. With whom will I share these ideas and information in working to accomplish my SCP goal(s)?

Wrap-up and Next Steps



- Ongoing process:
 - We will share the meeting minutes with other Roundtable participants
 - How do we continue the dialogue after the Roundtable?
 - How do we move from dialog to action?
- Need volunteers
 - ...*who like beer and good company* 😊...to help summarize the findings from this meeting (*5-6pm today*)
 - who can deliver the summary to be presented Thursday during lunch