

Executive Summary

On June 12-14, 2002, the Canadian Centre for Pollution Prevention and Environment Canada hosted the second meeting of the North American Sustainable Consumption Alliance Workgroup. The first objective of the meeting was to formulate strategic plans to move the issue of sustainable consumption in North America forward from a macro and micro perspective. The second objective of the meeting was to consult with North American organizations active in sustainable consumption on a path to move sustainable consumption onto the North American political agenda.

Of the 20 meeting participants, there were six American organizations represented, six Canadian organizations represented and four Mexican organizations represented. Representatives from the United Nations Environment Programme and the North American Commission for Environmental Cooperation were also in attendance. Support for the meeting was provided by: the North American Commission for Environmental Cooperation, Environment Canada's National Office of Pollution Prevention, Canadian Centre for Pollution Prevention and the Lowell Center for Sustainable Production.

After identifying common themes across each country's vision of sustainable consumption, participants took part in macro discussions on how various actors will serve to advance the vision of sustainable consumption. In a small group format, participants were tasked with developing appropriate language and a framework that could be used when discussing the topic of sustainable consumption. Based on all the above discussions, the following mission statement was generated:

"The North American Sustainable Consumption Alliance is a strategic partnership of people and organizations who are working to promote more sustainable consumption patterns in Mexico, Canada and the United States. We share the common goal of encouraging individuals, businesses, institutions and governments to reduce their impact on the environment and society by changing how they consume materials and resources. The Alliance recognizes that sustainable consumption and sustainable production are inextricably linked. Our mission is to facilitate information exchange, communication and outreach and collaborative action around sustainable consumption. We strive to influence social and economic forces to make the case for sustainable choices more compelling."

The micro discussions focused on action items to operationalize the vision. Through the use of "open space" technology, the following group project ideas were developed:

- 1) North American Sustainable Consumption Alliance Survey
- 2) Sustainable Consumption / Sustainable Production Conference
- 3) National Policy Framework Campaign
- 4) Interactive Consumption Web Site
- 5) Tri-National Buyers Campaign
- 6) Government Procurement
- 7) EnviroBuyer.com
- 8) Sustainable Households

In the short term, though electronic communication, participants committed to undertaking the following action items after the meeting:

- Setup a website and list serve
- Supply a summary of their organization's sustainable consumption activities
- Provide a paragraph for the eight potential projects that outlines the existing research on the project and key action items/plans associated with the project
- Draft a proposal on conducting a survey of the North American sustainable consumption activities
- Meet with funding agencies to discuss the plate of eight NASCA projects

Working groups were suggested as a possible configuration for future work through the North American Sustainable Consumption Alliance.

Working groups could be organized by function:

- Outreach / Getting information out
- Policy
- Research
- Survey / Database maintenance
- Conference

Or, they could be organized by target audience:

- Youth
- General Consumption
- Government
- Business

Discussions are also underway to organize a third meeting in Mexico. Participants agreed that a third meeting was necessary to advance the discussions and commitments made in the second meeting.

Table of Contents

| | <i>Page</i> |
|--|-------------|
| I. Participants and Sponsors | 4 |
| II. Macro Discussions: Common Vision and Framework | 5 |
| III. Macro Discussions: Develop Appropriate Language and Framework to Discuss Sustainable Consumption | 6 |
| IV. Micro Discussions: “Open Space” Meeting Results | 7 |
| V. Discussion on List of Projects Generated | 8 |
| VI. Developing Linkages Outside North America | 10 |
| VII. Overview of Participating Organizations’ Activities | 11 |
| VIII. The NASCA Mission Statement | 11 |
| IX. Logistics for Next Meeting | 11 |
| X. Bike Rack Questions | 11 |
| XI. Action Items | 12 |

List of Appendices:

| | |
|---|----|
| A: NASCA Meeting Participants | 14 |
| B: Develop Appropriate Language and Framework to Discuss Sustainable Consumption | 18 |
| C: Background on Open Space Meetings | 21 |
| D: Summary of Open Space Exercise | 22 |
| E: Description of Attending Organizations | 34 |

**North American Sustainable Consumption Alliance Workgroup:
Proceedings from the Second Meeting**

Montreal, Quebec

June 12-14, 2002

On October 11-12, 2001, the Lowell Center for Sustainable Production at the University of Massachusetts Lowell hosted the inaugural meeting of the North American Sustainable Consumption Alliance planning group. The objective of the meeting was to bring together key people who are actively involved in promoting sustainable consumption in order to begin developing a plan for working together more collaboratively. The First Meeting initiated the groundwork for macro discussions on ‘what direction do we want to be going in?’ which in turn lead to outlining a vision of sustainable consumption. There were also limited micro discussions on ‘how do we get there’ which in turn involved articulating how to operationalize the vision. Continuing these two discussions in a second face-to-face meeting was seen as necessary in order to move the issue of sustainable consumption in North America forward.

On June 12-14, 2002, the Canadian Centre for Pollution Prevention and Environment Canada hosted the second meeting of the North American Sustainable Consumption Alliance Workgroup. The first objective of the meeting was to formulate strategic plans to move the issue of sustainable consumption in North America forward from a macro and micro perspective. The second objective of the meeting was to consult with North American organizations active in sustainable consumption on a path to move sustainable consumption onto the North American political agenda. These proceedings summarize the discussions and outcomes from that meeting.

I. Participants and Sponsors

Meeting participants from the inaugural North American Sustainable Consumption Alliance Workgroup meeting provided suggestions on others who may have an interest in participating in the second Alliance meeting. Thirteen additional Canadian organizations, fourteen additional American organizations and twenty-eight additional Mexican organizations were sent e-mails and hard copy invitations.

A full listing of those attending the second meeting is included in Appendix A. Many organizations expressed an interest in attending but were unable to do so.

Support for the meeting was provided by: the North American Commission for Environmental Cooperation, Environment Canada’s National Office of Pollution Prevention, Canadian Centre for Pollution Prevention and the Lowell Center for Sustainable Production.

II. Macro Discussions: Common Vision and Framework

The macro discussions focused on the vision of the group and the intended path forward. The Workgroup then reviewed the national visions of sustainable consumption articulated at the first meeting. Full details of each country's national vision can be found within the proceedings from the first meeting.

Participants were asked to brainstorm themes common to the national sustainable consumption visions. These themes included: trilateral effort that provides a strong network and coordinated approach from the governments of all three countries; incentives for manufacturers; subsidy/tax reform; education/awareness that compels consumers to take action; provision of tools to make it easy for citizens; clarity and trust of information; connection with pollution prevention/cleaner production on the design side; and focusing on governments because they are a significant purchaser (account for about 18% of all goods and services purchased).

It was then suggested that the discussions focus on the potential roles of different players in society, in an effort to outline a framework for the common vision. By articulating the roles of different actors in society, we begin to paint a clearer picture of 'what the vision will look like' and how various actors will serve to advance the vision of sustainable consumption. A summary of potential roles is provided below.

ACADEMICS

- Serve as translators

NGOS

- Formulate pressures early on to get specific changes on the agenda of policy/decision makers
- Whistleblower
- Put issues on the table that government/industry aren't willing to raise, i.e. subsidy reform as a politically difficult issue
- Advocacy
- Put forth alternatives
- Raise consumer awareness

INDUSTRY / PRODUCER

- Share responsibility
- More accountability
- Create new markets, new sustainable options/technologies
- Disclose information in a more transparent way
- Access to options and increased awareness
- More active role

GOVERNMENT

- Provide leadership through consumption patterns
- Support new markets / green business
- Disseminate information, not overly technical
- Long-term policy making
- Acknowledging consumers power, amplifying the voice of consumers
- Work with food production systems and other producers
- Privatization not the silver bullet

POLICY MAKERS

- Look long-term with enhanced responsibilities

LOCAL GOVERNMENT

- Planning of a City to facilitate low-impact consumption patterns

CITIZENS

- Empowered through information to change own practices and influence society
- Use and trust tools to make choices
- Expansion of 'Right to Know'
- Consumers less passive
- Provided more sustainable options
- Access to easily understood outreach material

These discussions then led participants to uncover similarities between the cultures of all three countries. The cultural similarities that exist between Canada and the U.S. were present in Mexico but to a lesser extent. Similar challenges noted were: changing the cultural ideal of affluence and the perversity of eco-efficient products (i.e. lower manufacturing costs result in lower consumer prices, and as a result increase the potential for greater volume and consumption). Participants also raised the challenge that sustainable livelihoods (i.e. jobs) need to be part of the equation in any changes that are made to encourage sustainable consumption.

III. Macro Discussions: Develop appropriate language and framework to discuss Sustainable Consumption

Participants engaged in small groups for a brainstorming exercise where the task was to develop appropriate language and framework to discuss sustainable consumption. At the end of the exercise, each group presented their findings.

Canadian Centre for Pollution Prevention staff and Lowell Center staff served as facilitators and recorders for each of the four small groups' discussions. Appendix B provides raw data from flip charts used by each group. (Note: The raw data from each of the four groups reflects a collection of diverse viewpoints expressed during a brainstorming exercise rather than the official stance of any participating agency or organization. Inclusion of a statement in this summary does not imply consensus agreement nor endorsement by any particular meeting participant.)

At the end of the brainstorming exercise, Jack Luskin of the Lowell Center took some time to convey how the vision and strategy relate to micro-level discussion on specific projects. The development of a common vision and strategy is seen as more of a conceptual exercise that provides direction on ‘where we want to go’ as an Alliance. The micro-level discussions on project ideas are seen as essential elements to support or operationalize the vision and strategy.

IV. Micro Discussions: “Open Space” Meeting Results

The micro discussions focused on action items to operationalize the vision. Lowell Center staff introduced the concepts behind Open Space meetings as a means to engage participants in formulating a list of potential projects. Background information on how Open Space meetings work can be found in Appendix C.

After the concepts behind “open space” meeting technology were introduced, group tasks and deliverables were outlined as follows:

- Agree on the definition and scope of the initiative
- Develop an Action Plan
- Develop a Summary Sheet
- Develop a 2 minute commercial to “sell” the initiative to others

Through the use of “open space” technology, the following group project ideas were developed:

- 1) North American Alliance Survey: Have the North American Alliance create an exhaustive survey of Sustainable Production & Consumption activities & projects. Collective and country-specific (eventually sector / industry specific too).
- 2) Sustainable Consumption / Sustainable Production Conference: Organize a working conference: “Securing the Future: A SC/SP Working Conference.”
- 3) National Policy Framework Campaign: 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.
- 4) Interactive Consumption Web Site: Create an interactive website that shows the implications (social, ecological or economic) of consumption.
- 5) Tri-National Buyers Campaign: Develop a tri-national campaign on the power of purchasing aimed at government, institutions, investors, and other consumers, using various projects as examples.
- 6) Government Procurement: Develop a plan to get national government (and eventually state/provincial and local) to set measurable objectives for sustainable procurement.
- 7) EnviroBuyer.com: Create a tri-national consumer database on the web.

- 8) Sustainable Households: 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.

More detailed outlines of the group projects can be found within Appendix D. Projects that were suggested within the open space meeting, but were not worked on can also be found within Appendix D.

V. Discussion on List of Projects Generated

Participants were asked to identify opportunities to prioritize or combine projects from the list of eight generated from the ‘open space’ meeting. This proved challenging as participants expressed the need for projects that encourage involvement, provide a high degree of visibility and build a natural progression for the Workgroup.

Participants agreed that project #5 (Trinational Buyers Campaign) and project #6 (Government Procurement) could be combined into one project. Many participants agreed that natural linkages occurred between project #1 (North American Alliance Survey), project #2 (Sustainable Consumption / Sustainable Production Conference), and project #4 (Interactive Consumption Web Site). It was suggested that an initial proposal be developed to seek funding for conducting a North American Alliance survey and then host the information on a North American Sustainable Consumption Alliance website. Below is a revised list of projects:

- 1) Interactive Consumption Website
- 2) Sustainable households
- 3) Tri-national Buyers Campaign & Government Procurement
- 4) National Policy Framework Campaign
- 5) North American Alliance Survey
- 6) Sustainable Consumption / Sustainable Production Conference
- 7) EnviroBuyer.com

In terms of timing, all of the projects with the exception of ‘EnviroBuyer.com’ were seen as projects where work could start immediately. Participants agreed that ‘EnviroBuyer.com’ was more involved in terms of technical coordination and it was suggested that it should be postponed for future consideration.

An agreed upon next step was to build a more detailed project description for all original eight projects. Volunteers from each project group were solicited to provide further details on each project including: scope, goals, background research on what activities/initiatives have been undertaken, required resources and potential stakeholders. Staff from Lowell drafted a summary of group projects that can be used as a starting point (see Appendix D).

Working groups were suggested as a possible configuration for future work through the North American Sustainable Consumption Alliance.

Working groups could be organized by function:

- Outreach / Getting information out
- Policy
- Research
- Survey / Database maintenance
- Conference

Or, by target audience:

- Youth
- General Consumption
- Government
- Business

VI. Developing Linkages Outside North America

i. Organisation for Economic Co-operation and Development (OECD)

Duncan Bury of Environment Canada provided an overview of the Organisation for Economic Co-operation and Development (OECD)'s Sustainable Consumption activities. The OECD has been working on sustainable consumption since 1999. The OECD presently has a work programme in place that entails four areas: environmental policies; resource efficiency and public administration; household / public sector consumption; and database on members' policies on sustainable consumption. This work programme will also involve the facilitation of workshops in each of the above-mentioned areas and lead to a synthesis report. Documents that report on the OECD's work on sustainable consumption can be found at: www.oecd.org.

ii. United Nations Environment Programme's Division of Technology, Industry and Economics (UNEP DTIE)

Isabella Marras of United Nations Environment Programme's Division of Technology, Industry and Economics (UNEP DTIE) provided an overview of UNEP's sustainable consumption activities. UNEP defines sustainable consumption as "...means to consume more efficiently and differently and sharing resources between the rich and the poor". It is also important to note that sustainable consumption is not viewed in isolation of sustainable production.

UNEP has organized regional workshops (Africa, Latin America, Eastern Europe and Asia-Pacific) which involved open discussions on sustainable consumption and production issues including: population growth, globalization of communication, trade, role of transnational corporations and intellectual property rights. A report will be released shortly that builds on the outcomes of the workshops entitled: "Global Assessment on SC/SP".

UNEP also publishes a monthly newsletter via e-mail and the Internet called: "SC.net". Participants are invited to contact sc@unep.fr to join the network or to provide inputs to future newsletters. UNEP will also have a database operational in the next couple of months that will summarize green procurement programs from around the world. They are also hosting a green procurement conference in New York for all UN suppliers at the end of June, more details can be found at: www.aidandtrade.com. In terms of youth and sustainable consumption, UNEP has recently developed a training kit for youth that talks about sustainable lifestyles, and it can be found at: www.youthxchange.net. Isabella concluded her overview with highlighting some recently released reports, including: "Tracking progress: Implementing sustainable consumption policies"; and "UN Consumer Guidelines". For more information visit: <http://www.uneptie.org/pc/sustain/home.htm>.

VII. Overview of Organizations' Activities

Each participant spoke for 2 minutes about the sustainable consumption activities of his or her organization. Participants were asked to forward a brief description of their organization's activities to the Canadian Centre for Pollution Prevention for inclusion in the meeting minutes. Appendix E provides written descriptions of each organization's activities.

VIII. The NASCA Mission Statement

Based on the discussions of a common vision and framework, the following mission statement was generated:

“The North American Sustainable Consumption Alliance is a strategic partnership of people and organizations who are working to promote more sustainable consumption patterns in Mexico, Canada and the United States. We share the common goal of encouraging individuals, businesses, institutions and governments to reduce their impact on the environment and society by changing how they consume materials and resources. The Alliance recognizes that sustainable consumption and sustainable production are inextricably linked. Our mission is to facilitate information exchange, communication and outreach and collaborative action around sustainable consumption. We strive to influence social and economic forces to make the case for sustainable choices more compelling.”

IX. Logistics for Next Meeting

Participants agreed that a third meeting was necessary to advance the discussions and commitments made in the second meeting. It was agreed that the third meeting will likely take place in Mexico and that logistical support (e.g. meeting space, etc) would be provided by Alliance members from Mexico. Further discussions on logistics were deferred to the NASCA meeting organizers.

X. Bike Rack Questions

Over the course of the meeting, participants had parked two questions on the bike rack for review and discussion at the end of the meeting.

- How can we improve the North American Linkages with UNEP?

Participants from Mexico raised concerns regarding communication of Mexico-based UNEP activity. Some suggestions were provided on how to foster better communications with Mexico-based UNEP staff.

- Who else should be part of the Alliance?

Participants shared their varied opinions on whether and to what extent to engage industry and local government stakeholders. There were discussions on the capacity of industry/local government involvement (voting vs. associate member vs. advisory board member) and how should they be engaged. In terms of who in industry to involve, a suggestion was made to use established green criteria such as environmental labeling certification and make the selection based on environmental certification/recognition. Other participants raised concern as to whether the Alliance was ready to engage industry in a meaningful way. It was agreed that further dialogue on this subject is needed and should be put on as an agenda item for the next meeting, i.e. who to involve and how to go about involving.

XI. Action Items

Canadian Centre for Pollution Prevention staff agreed to write up and distribute the proceedings of the meeting as part of their responsibilities as meeting hosts. Lowell Center staff agreed to summarize the results of the ‘open space’ meeting. Participants committed to undertaking the following action items after the meeting:

| Person Responsible | Task | When (to whom) |
|--|---|---|
| -Alejandro Callejas - Riaz Escobedo, - Mario Silva | <u>Setup a website and list serve</u> that would host NASCA information within 1-2 months. | September 2002 |
| - Alejandro Callejas, - Mario Silva, - Monica Firl, - Rodney McDonald - Kevin Gallagher - Alice Born - Corey Diamond - Alicia Culver - Dianne DilionRidgley | <u>Supply a summary.</u> For purposes of information exchange and network building, participants who weren't in attendance at last fall's meeting agreed to supply a summary of their organization's sustainable consumption activities | July 31, 2002 (to Tania Del Matto at: Tania@c2p2online.com) |
| - Riaz Escobedo - Alicia Culver - Rodney McDonald - Chris Wolnik - Jeffrey Barber - Kevin Gallagher - Jack Luskin | <u>Provide a paragraph.</u> For the eight potential projects that were developed during the ‘open space’ meeting, project leaders committed to drafting a paragraph outlining the existing research on the project and key action items/plans associated with the project | July 31, 2002 (to Anne Berlin Blackman at: Blackman@turi.org) |
| - Jeffrey Barber | <u>Survey proposal-</u> draft a proposal on conducting a | July 31, 2002 (circulate to all) |

| | | |
|---------------|---|--|
| | survey of the North American sustainable consumption activities with the future intent of hosting the information collected on a NASCA website. | |
| - Jack Luskin | <u>Showcase project ideas</u> - look into the possibility of meeting with funding agencies to discuss the plate of eight NASCA projects | |
| - ALL | <u>Review draft proposal.</u> Participants will be forwarded a draft proposal on the survey of North American sustainable consumption activity | |

APPENDIX A: NASCA MEETING PARTICIPANTS

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APPENDIX B: DEVELOP APPROPRIATE LANGUAGE AND FRAMEWORK TO DISCUSS SUSTAINABLE CONSUMPTION

GROUP 1:

- Target Audience: Someone's mother
- Hooks Used: health, price and community
- Messages:
 - Consumption is a vote for less impacts on the natural environment
 - Quantity of products/services = reduce
 - Quality of products/services = set in terms of environmental impact of manufacture, use and disposal
 - Improving quality of life without causing harm and taking responsibility for your actions
 - Consuming in ways that don't look the other way (re: effects of production, use and disposal)
 - Move away from economic language
 - Focus on positive aspects, i.e. sustainable consumption allows you to improve your quality of life for you and your community, or deliver a product that does the same
- Definitions:
 - Sustainable consumption is a process of linking your consumer choices to their associated impacts
 - Brundtland definition leaves out non-material sources of wealth/wellbeing
- Scope: taking into account all of the impacts of a product/service
- Strategies: use imagery to convey message

GROUP 2:

- Characteristics of language/messages:
 - Flexible enough not to be standardized
 - Must be balance between economic, social, environmental and political
 - Show link between production and consumption, i.e. supply vs. demand
- Strategies for developing sustainable consumption language
 - Appropriate involvement of all stakeholders
 - Internalization of the concept in action of people and in the structure of society
 - Understanding the importance of the social process and time in getting to sustainable consumption
 - Sustainable consumption is not an endpoint but a direction
- Definitions:
 - System of production and consumption that has a balance between economic development, social development, use of natural resources and protection of the environment as well as creating the political support.

GROUP 3:

- Strategies for developing sustainable consumption language
 - Consumers are ready to talk about consuming ‘smarter’ (i.e. less toxic, dematerializing) but not about consuming less (i.e. cultural change)
 - Economic growth seen as critical for all three countries
 - Need to strengthen social/ecological triggers when making choices
 - Incorporate smart choices into marketing strategy and use role models
- Examples of approaches:
 - Green energy: consume in a green market, support cleaner technologies
- Characteristics of language/messages:
 - Take it from a ‘citizenship’ perspective, this will include everyone and implies a shared responsibility
 - Term ‘consumer’ is very negative
 - Need to define the term ‘economic growth’
- Defining a ‘smart’ citizen
 - Purchases products such as: low-flow toilets, front load washers, R2000 homes
 - Knows the social, economic and ecological impacts/influence of their actions
 - Efficient use of resources
- Defining ‘consuming less’
 - Simplifying
 - Healthy choices, i.e. food, exercises (could be used in ‘smart’ citizen definition)
 - Values: defining what necessity is
 - This area of sustainable consumption presents difficulties in engaging people, also a challenge as its meaning will likely be different in all three countries

GROUP 4:

- Characteristics of language/messages:
 - Make it compatible in all 3 languages
 - Need to make it relevant and compelling
 - Need common ground and elements and goals
 - Need words people can understand, i.e. environmentally preferable, sustainable is neutral but less understandable, resource efficient
 - Can use different words to convey common goals, i.e. mission statement
 - Needs to relate to health and other human concerns
 - Need language that is not intimidating, too technical
 - “KISS”: keep simple, avoid slang and acronyms
 - Want appealing language: “Buy-cott”
- Scope:
 - Need to apply to practices as well as products
 - Need to explain both problem and solution
 - Need to prioritize problems people can relate to
- Strategy:
 - Use purchasing to support ‘green’ businesses, create jobs and link to local suppliers
 - Start with pioneers
 - One size does not fit all

APPENDIX C: BACKGROUND ON OPEN SPACE MEETINGS

An open space meeting is based on a set of four principles and the basic law – the law of two feet. Outlined below are the principles and law of two feet:

- i. **“Whoever comes are the right people”** acknowledges that the only people really qualified or able to do great work on any issue are those who really care, and freely choose to be involved.
- ii. **“Whenever it starts is the right time”** recognizes that spirit and creativity don’t run on the clock, so while we’re here, we’ll all keep a vigilant watch for great ideas and new insights, which can happen at anytime.
- iii. **“Whatever happens is the only thing that could have”** allows everyone to let go of the could haves and should haves, so that we can give our full attention to the reality of what is happening, is working, and is possible right now. And finally,
- iv. **“When it’s over, it’s over”** acknowledges that you never know just how long it’ll take to deal with a given issue, and reminds us that getting the work done is more important than sticking to an arbitrary schedule.

The Law of Two Feet simply states that at any time during the open space meeting an individual is not learning or contributing, they have the right and the responsibility to move and find another breakout session.

For more information on open space meetings please visit: www.openspaceworld.org

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

APPENDIX E: DESCRIPTION OF ATTENDING ORGANIZATIONS

Note: These descriptions are based on summaries provided by the organizations themselves and/or the organizations' printed materials and web sites.

The Canadian Centre for Pollution Prevention (C2P2)

Web site: www.c2p2online.com

The Canadian Centre for Pollution Prevention (C2P2) is a not-for-profit, membership based national organization. A recognized leader in pollution prevention, C2P2 encourages actions that avoid or minimize the creation of pollution and waste - pollution prevention (P2). Serving as a catalyst for change, the C2P2 shares knowledge with others so that they can include P2 in their policies and decision-making and helps businesses, governments and the public find solutions that result in P2 action. Communication strategies and products developed by the C2P2 have resulted in raising awareness amongst target audiences of the benefits of pollution prevention and increasing their preventive action.

The C2P2 reaches diverse audiences including the public, businesses, researchers, schools, environmental groups and all levels of government. The C2P2 uses its resource centre of journal articles, case studies, fact sheets and manuals, as well as the expertise of its staff, to respond to information requests about emerging technologies, alternatives to toxic substances, and pollution prevention solutions.

The C2P2 organizes the Canadian Pollution Prevention Roundtable, an annual opportunity to learn how leaders are integrating P2 into sustainable business strategies and to stimulate further action on P2 efforts across Canada. The 2000 Roundtable featured a working session to explore potential interest among Canadian organizations in a Sustainable Consumption Network. The 2001 Roundtable saw the launch of the Municipal Government Workgroup, which gives municipalities the opportunity work collaboratively with one another and with other partners to prevent pollution locally, regionally, and internationally.

The Canadian Institute for Environmental Law and Policy (CIELAP)

Web site: www.cielap.org

Founded in 1970, The Canadian Institute for Environmental Law and Policy (CIELAP) is an independent, not-for-profit research and education organization.

Our mission is to provide leadership in the research and development of environmental law and policy that promotes the public interest and sustainability. We are determined to maintain our position as one of the foremost environmental policy research organizations in Canada. Our vision is a world in which basic human rights include a safe and healthy environment, achieved through respect for, and preservation of nature's integrity and diversity.

CIELAP has been involved with Pollution Prevention (P2) initiatives since we were founded in 1970. Currently, we have a number of projects that could be classified under a P2 banner. They are listed below:

1) Citizen's Guide to Pollution Prevention

Originally published in 1998, this Guide is a 50-page practical exploration of the concept of pollution prevention. The Guide defines both pollution and pollution prevention, while providing a brief review of the "history" of pollution. It also examines how changes in our perception of waste and toxic pollution can lead to practical activities in our own lives. Examples of how industry has incorporated P2 plans into its daily practice are included. This booklet can guide anyone through a pollution prevention project at home, at school or in the community.

Plans are afoot to update this guide and include further examples of how P2 is working in every day life. We are also planning to add a section on the related issue of sustainable consumption.

2) NPRI Work

One of the best tools for pollution prevention in Canada is the National Pollutant Release Inventory (NPRI). This publicly accessible database provides Canadians with the information about where pollution is released and transferred in Canada. CIELAP has been involved with increasing access to this important P2 tool, by publishing the Citizen's Guide to the NPRI, developing poster maps that are distributed to schools, and drafting lesson plans for teachers on how best to use the NPRI in the classroom. The latter activity will highlight how citizens can use the NPRI information as a tool to spur P2 activities in their lives.

3) The Green Power Trade Show

The future of energy is showcased every year at our annual Green Power Trade Show. This year's show, open free to the public, will be held on October 28-29th, 2002 at the Westin Harbour Castle in Toronto. As always, the show will be held in conjunction with the Independent Power Producer's Society of Ontario (IPPSO). There will be a number of workshops on developing green power markets, finding investment for green power development and consumer information.

The Centre for Indigenous Environmental Resources (CIER)

Web site: www.cier.mb.ca

CIER is a First Nation owned and controlled firm that deals primarily with First Nation environmental matters from a technical and capacity-building perspective. CIER was created by a small group of First Nation leaders who felt it was critical for First Nations to have access to a technical environmental organization that is able to address environmental matters using an integrated approach; one that combines multiple perspectives and relies on the development of collaborative relationships.

CIER has specifically sought projects within the environmental protection and assessment fields, and has been at the forefront of developing processes that integrate

existing legislative standards and practices with First Nation traditional knowledge and community processes, perspectives, and rights. CIER is able to draw on three business lines when undertaking any particular project:

1. Education and Training: Development and implementation of local and community-based environmental education and training at the post-secondary level.
2. Research and Policy Development: Research design and analysis, model development, policy, program, and legislative analysis.
3. Program and Community Services: Environmental consulting, project management, and technical and advisory services to First Nation governments and organizations, non-First Nation governments, private sector and academic institutions.

Each of these business lines contribute to CIER's ability to provide integrated solutions that take into account a variety of client needs. CIER has drawn from each of these business lines to provide green procurement information and training services. CIER offers an on-line database of green products and services at www.procara.ca and has developed a green procurement workshop for public sector procurement professionals. CIER would like to help facilitate the adoption of sustainable consumption initiatives in First Nation communities across Canada.

The Commission for Environmental Cooperation (CEC)

Web site: www.cec.org

The Commission for Environmental Cooperation (CEC) of North America is an international organization created under the North American Agreement on Environmental Cooperation (NAAEC) by Canada, Mexico and the United States to address regional environmental concerns, help prevent potential trade and environmental conflicts and promote the effective enforcement of environmental law. NAAEC complements the environmental provisions established in the North American Free Trade Agreement (NAFTA) to which it is a side accord.

The CEC accomplishes its work through the combined efforts of its three principal components: the Council, the Secretariat and the Joint Public Advisory Committee (JPAC). The Council is the governing body of the CEC and is composed of the highest-level environmental authorities from each of the three countries. The Secretariat implements the annual work program and provides administrative, technical and operational support to the Council. The Joint Public Advisory Committee is composed of fifteen citizens, five from each of the three countries, and advises the Council on any matter within the scope of the agreement. The conference workshop was supported by the Environment, Economy and Trade area of the CEC.

Cooperative Coffees

Web site: www.cooperativecoffees.com

Cooperative Coffees is a unique organization – a green coffee, importing cooperative committed to supporting and partnering with small-scale coffee farmers and their exporting cooperatives. By importing directly from our partner farmers, Cooperative Coffees seeks to creatively foster a more equitable and sustainable system of coffee trade that directly benefits these farmers, their families and their communities.

The combined expertise of these producer-growers and our roaster-owners allows Cooperative Coffees to offer the highest quality coffees from these small farmer groups

65 while directly supporting our shared social and environmental philosophies. By trading directly with the farmers, Cooperative Coffees can pay premium prices to farmers and still offer competitive prices to the roaster-owners. We are committed to Fair Trade, rather than “free-trade” practices.

Fair Trade organizations around the world are working to expand consumer markets for fairly traded products. Organizations such as TransFair and Fair Trade Federation, of which Cooperative Coffees is member, have adopted codes of conduct that promote trade based upon mutual understanding and respect between consumers and producers, which include the following principles:

- Fair Wages for Producers and Support Cooperative Workplaces
- Promote Consumer Education
- Encourage Environmental Sustainability
- Provide Financial and Technical Support
- Respect Cultural Identity

For more information link to our member-roaster homepages:

Alternative Grounds of Canada www.alternativegrounds.com

Bean North Coffee Roasting Co. of Canada

www.yukonweb.com/business/beannorth

Bongo Java of Tennessee www.bongojava.com

Cafe Campesino of Georgia www.cafecampesino.com

Cafe Rico of Montreal www.caferico.qc.ca

Cloudforest Initiatives of Minnesota www.cloudforest-mexico.org

Coffee Exchange of Rhode Island www.coffeexchange.com

Deans Beans of Massachusetts www.deansbeans.com

Fonseca Coffee of Pennsylvania

Heine Brothers' Coffee of Kentucky www.heinebroscoffee.com

Larry's Beans of North Carolina www.larrysbeans.com

Los Armadillos of Texas

Peace Coffee of Minnesota www.peacecoffee.com

Pura Vida Coffee of Washington www.puravidacoffee.com

Environment Canada

Web site: www.ec.gc.ca

Environment Canada maintains a Sustainable Consumption Division within its National Office of Pollution Prevention. On its web site, the agency provides information to facilitate sustainable consumption (e.g., the guide entitled “Down to Earth Choices: Tips for Making Where You Live One of Canada’s Healthy Neighbourhoods” in the “What You Can Do” section). The agency also closely follows the sustainable consumption work being conducted by the Organisation of Economically Developed Countries (OECD).

In 1997, Environment Canada organized a two-day symposium entitled "Moving Towards Sustainable Consumption and Production: Building a Community of Concern and Commitment." The goals of the workshop were (1) to establish guiding principles to assist in the development of national policies and strategies that will encourage sustainable consumption and production patterns in Canada, and (2) to initiate a process that fosters the creation of a multi-disciplinary community of concern and commitment that will encourage an economy of sustainable production and consumption. This brainstorming event brought together a wide range of stakeholders and generated numerous ideas and strategies for Canada to pursue.

Green Seal

Web site: www.greenseal.org

Green Seal was founded in 1989 primarily to assist consumers in choosing environmentally responsible products and services, using the tool of ecolabeling. Early programs focused on consumer education and promoting the Green Seal. In the mid-1990s, Green Seal shifted focus to major institutional purchasers, which represent far fewer points of contact but much larger purchasing power in each. The Environmental Partners Program was launched to get information to companies, governments, and non-profit organizations about environmentally responsible products. The primary vehicle for this information became the *Choose Green Reports*, which now reach several hundred subscribers and potentially hundreds of thousands of readers in a controlled circulation program, both in print and on Web sites of Federal and State agencies. Dozens of the *Reports* have been published over the years on many different product categories (e.g., particleboard).

Green Seal also works with large purchasing groups or sectors. The first program was with 18 Hollywood studios, for whom Green Seal produced an on-line environmental production guide. Then hotels – the mainstay of the tourism industry, the world's largest – became the focus of a long-running program, involving a purchasing guide, a certification program, and special projects.

Green Seal began working with government agencies in 1995, primarily at the Federal level. The newly launched Greening Your Government Program vastly expands previous work to encompass governments at all levels. Green Seal provides assistance in purchasing, operations, and facilities management through product evaluations and recommendations, manuals, certification, and special projects. Examples of this work include: major environmental standards for degreasers, institutional cleaners, and

adhesives for the U.S. Army at its Aberdeen Proving Ground; an evaluation of the paint inventory at Aberdeen Proving Ground; a manual on green building maintenance for the Commonwealth of Pennsylvania; and a project to certify 50 Pennsylvania hotels in key destination areas.

INFORM

Web site: www.informinc.org

INFORM is a national nonprofit research organization that examines business practices, technologies and products that threaten our environment, waste our natural resources, or put human health at risk. Their mission is to identify and promote avenues of innovation that are environmentally sustainable and can safeguard our world for future generations. INFORM's environmental solutions are used by government, industry, and environmental leaders worldwide.

Integrative Strategies Forum (ISF)

Web site: www.isforum.org

The Integrative Strategies Forum was created to encourage and promote creative dialogue, partnerships, and integrative action strategies among networks and organizations working to build just and sustainable communities, both locally and globally. ISF's programs aim to assist and highlight the work of these networks and organizations in meeting the challenge of systemic change and the commitment to building a sustainable future.

ISF's Sustainable Production & Consumption (SPAC) Program seeks to help persuade the world's governments and decisionmakers to place sustainable production and consumption at the heart of economic policy. It supports changes in current policies and practices, such as: provision of public access to meaningful consumer information; identification and regulation of the harmful impacts of marketing and advertising; elimination of destructive government subsidies/corporate welfare; encouragement of producer responsibility (e.g., Extended Producer Responsibility; implementation of corporate codes); and adoption and implementation of national policy frameworks on sustainable production and consumption.

A major goal of the SPAC Program is to build and strengthen NGO efforts promoting sustainable production and consumption policies and practices at the World Summit on Sustainable Development (WSSD) in 2002. The SPAC Program collaborates with NGOs on a variety of projects, including:

- the NGO SPAC Caucus at the U.N. Commission on Sustainable Development (CSD);
- the International Coalition for Sustainable Production & Consumption (ICSPAC), an information exchange and policy advocacy vehicle for NGOs;
- the Alliance of Northern People for Environment and Development (ANPED);

- the US Citizens' Network for Sustainable Development (CitNet);
- SPAC Watch, a collaborative global assessment by NGOs of progress towards sustainable production and consumption; and
- US Watch, a collaborative project hosted by CitNet to assess and report on the United States' progress in achieving sustainability.

Lowell Center for Sustainable Production (LCSP)

Web site: www.uml.edu/centers/lcsp

The Lowell Center for Sustainable Production develops, studies, and promotes systems of production that are safe, healthy, environmentally sound, and socially accountable. The Center works in partnership with business, government, labor, environmental organizations, and communities to develop practical strategies to increase sustainability. The Center helped found and provides technical assistance to a national Clean Production Network composed of labor, environmental, environmental justice, and consumer organizations. The Center also provides training on clean production for activists and on indicators of sustainable production for businesses, government agencies, and citizen organizations.

The Center's Sustainable Hospitals Project provides technical support to the healthcare industry for selecting products and work practices that reduce or eliminate occupational and environmental hazards. Its Clearinghouse provides information and technical support on such issues as elimination of mercury, latex, and PVC. Ongoing in-hospital research investigates the impacts of pollution prevention strategies on occupational health.

The Center provides technical assistance to citizen organizations in their efforts to promote more precautionary public policies. The Center also works with scientists to establish ways in which environmental science can more effectively promote precautionary decision making. The Center hosted an International Summit on Science and the Precautionary Principle in September 2001.

Red Ambiental Juvenil de Yucatan A.C. (RAJY)

[Environmental Youth Network of Yucatan]

Web sites: www.cometo.rajy, www.ccraj.org

The Environmental Youth Network of Yucatan (RAJY) is a volunteer organization of university students. Its objectives are to: make youth aware of environmental and sustainable development programs in which they may participate and to create spaces for them to express their opinions; create awareness about the importance of sustainable use of natural resources; promote and execute projects in support of the environment,

environmental education, and sustainable development; employ adequate technology to fight poverty in rural communities; and conserve local flora and fauna in natural protected reserves.

Sustainable consumption is the underlying theme in all of RAJY's activities, which fall into four categories: research, environmental education, communication, and activism. RAJY has offered workshops and expositions on biodiversity conservation, environment

and sustainable development, youth leadership and participation, environmental citizenship, solid waste and paper recycling, appropriate use of water, sustainable consumption and environmental footprints, and urban environments.

With the help of the Center for Sustainability Studies at the University of Anahuac in Xalapa, RAJY calculated the environmental footprint of the municipality of Merida, Yucatan, so as to have better tools to develop environmental education projects and influence public policy. On the individual level, RAJY gives workshops on calculating household environmental footprints to stimulate changes in personal consumption patterns. RAJY is also working with the Marista University in a paper re-use and recycle project, and it is beginning to distribute biodegradable products for cleaning and personal care.

Statistics Canada

Measuring Sustainable Consumption – Household and Environment Survey 2003

In response for the need for information on the environmental practices, behaviours and concerns of Canadian individuals and households, Statistics Canada is conducting the Household and Environment Survey in 2003. Statistics Canada has developed a framework and a set of indicators based on sustainable consumption, examining Canadians' understanding and perceptions of environmental issues, role of individual consumptive behaviours and public participation in environmental activities and finally, actual environmental practices.

The themes that will be covered by the survey include: water and energy conservation, waste management and recycling, climate change and transportation, use of pesticides and alternative lawn care, purchases of "green" products, knowledge and understanding of environmental issues, and civic engagement.

A more limited version of this survey was conducted in 1991 and 1994 where the data were reported at the national level. In the 2003 survey, Statistics Canada will be publishing the data for 26 municipalities, by province, by an urban/rural split and at the national level. The results will be released in March 2004.

TerraChoice Environmental Services Inc.

Web site: www.terrachoice.ca

TerraChoice Environmental Services offers a range of environmental evaluation and market recognition programs and services designed to help turn environmental investment into market advantage.

TerraChoice helps companies and organizations implement environmental and market strategies through the management of environmental certification programs.

- The Environmental Profile Data Sheet (EPDS) is a standardized reporting form that consists of measurement data and explanatory comments related to a list of environmental attributes covering the life cycle of a particular product. Currently, EPDS is used by the Pulp and Paper industry in Canada.
- TerraChoice's Eco-Rating programs rate the relative environmental performance of facilities. The program recognizes environmental achievements with a reward system of 1 to 5 Green Leafs. Currently, Eco-Rating programs are available for golf courses, hotels, marinas and municipal infrastructure in Canada.
- The Environmental Choice Program, Environment Canada's national ecolabelling program, provides a market incentive to manufacturers and suppliers of environmentally preferable products and services, and thereby helps purchasers identify products and services less harmful to the environment. Currently, the Environmental Choice Program has recognized 250 companies with over 2500 environmentally responsible products and services.

Toxics Use Reduction Institute (TURI)

Web site: www.turi.org

The Toxics Use Reduction Institute is a multidisciplinary research, education, and technical support center located at the University of Massachusetts Lowell. Created in 1989, its mission is to promote reduction in the use of toxic chemicals and the generation of toxic byproducts in industry and commerce in Massachusetts. TURI conducts and sponsors research about sustainable production (e.g., cleaner technologies for the electronics and plastics industries) and sustainable consumption. It disseminates information and provides training to industry as well as to citizens, community groups, workers, labor representatives, and local government boards and officials.

TURI has joined with community and public health organizations in Worcester, the state's second-largest city, to educate low-income residents about making sustainable choices with regard to common household products. TURI will partner with outreach workers who will discuss toxics in household products and non-toxic alternatives with Spanish-speaking residents.

Through its Toxics Use Reduction Networking Grants Program (TURN), TURI will continue to provide small grants to community groups and municipalities to educate communities about toxics use reduction. Some of these grants will seek to foster sustainable consumption by homeowners, consumers, workers, municipal agencies, schools or small business managers.

University of Sonora, Mexico

Web site: www.industrial.uson.mx

The University of Sonora is located in the capital city of Hermosillo in the state of Sonora (184 000 km²) in the northwestern region of Mexico. It is a public university with three campuses, 12 faculties (offering undergraduate, Master's, and Doctoral degrees), and over 25,000 students. The University of Sonora is the largest and most important university in both the city and the state.

The Department of Industrial Engineering within the University's Engineering College accepted the challenge of Agenda 21. It created a Sustainable Development Group as a first step along the way toward meeting the challenge of creating a sustainable consumption culture on campus and in the Sonoran community. Since 1992, initiatives to promote the purchase of environmentally friendly products and the more efficient use of energy and water have met with great success. The Department recently hosted "Clean Production and Pollution Prevention at Universities: Inside Stories," an international conference on environmental research at universities.