

# SUSTAINABLE CONSUMPTION: BUILDING A NORTH AMERICAN ALLIANCE

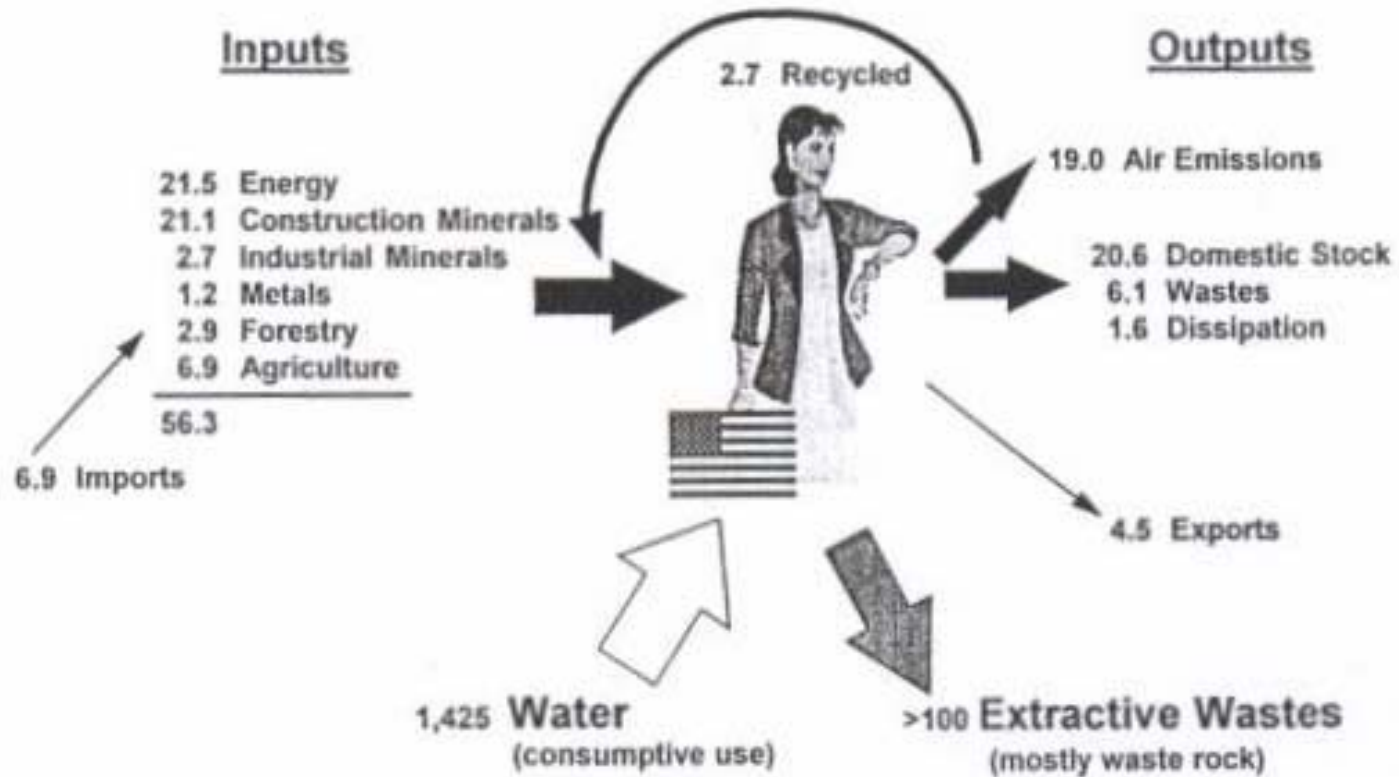
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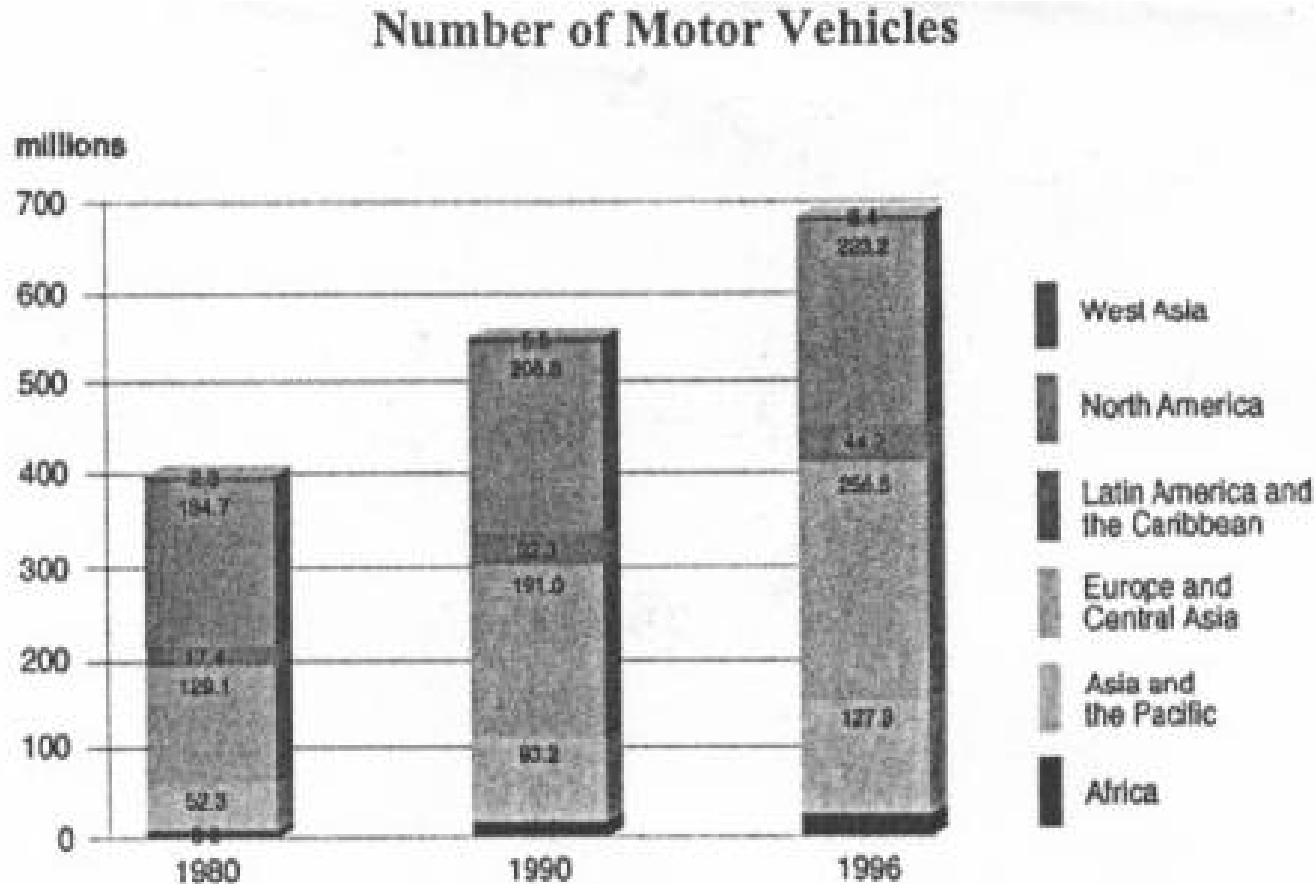


# Consumption as An Environmental Issue



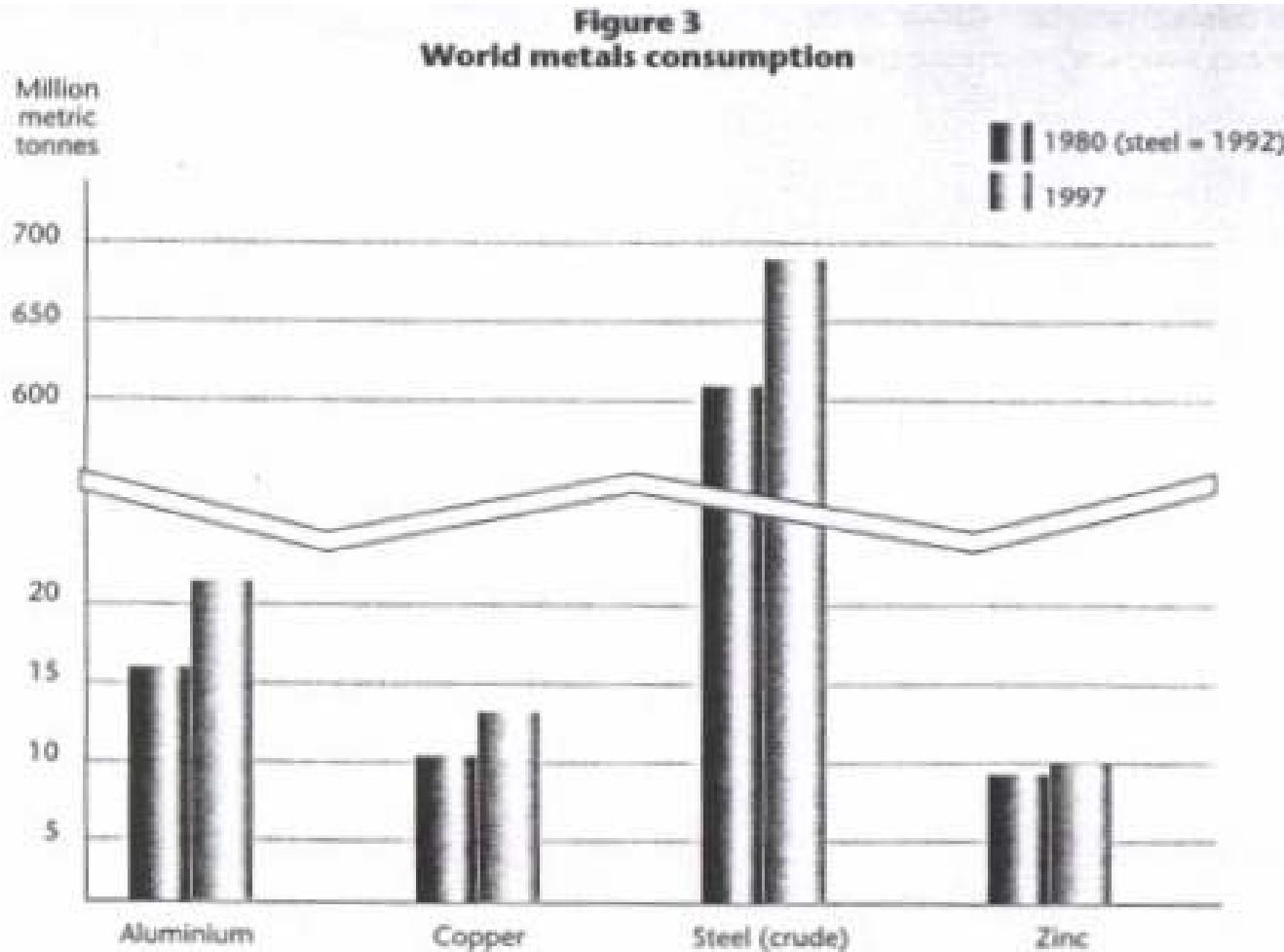
Paul Stern et al., *Environmentally Significant Consumption*, National Academy Press, 1997, p. 31.

# Consumption as An Environmental Issue – cont'd.



Source: UNEP Global Environment Outlook 2000

# Consumption as An Environmental Issue – cont'd.



Source: World Bureau of Metal Statistics; International Iron and Steel Institute

UNEP, *Industry and Environment*, Oct.-Dec. 1999, p. 6.

# What Is Sustainable Consumption??

“...(t)he use of services and products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of Future Generations.”

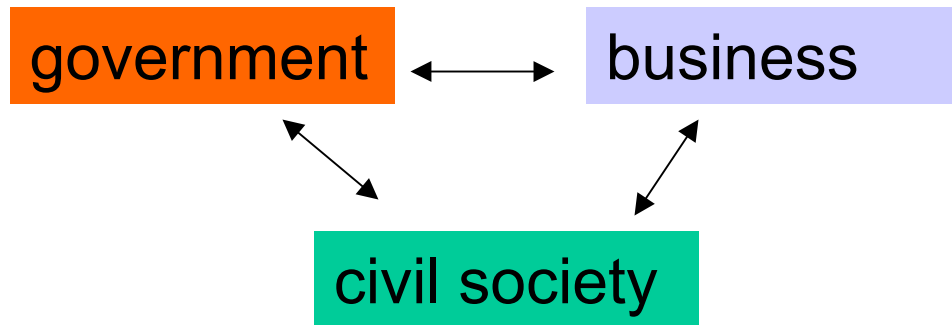
Working Definition proposed at the Oslo Symposium on Sustainable Consumption, 1994



# Sustainable Consumption 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

# Factors Influencing Sustainable Consumption

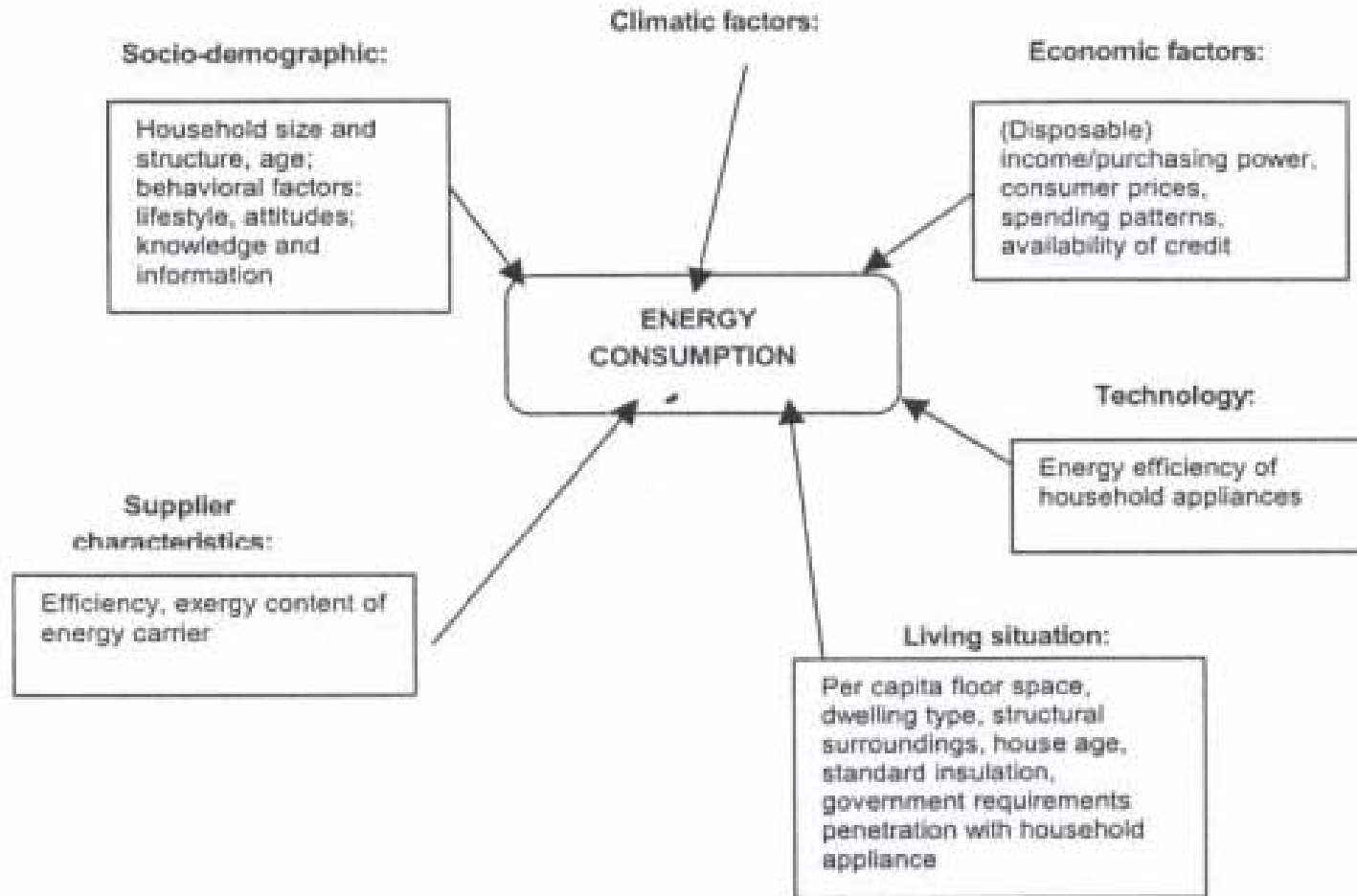
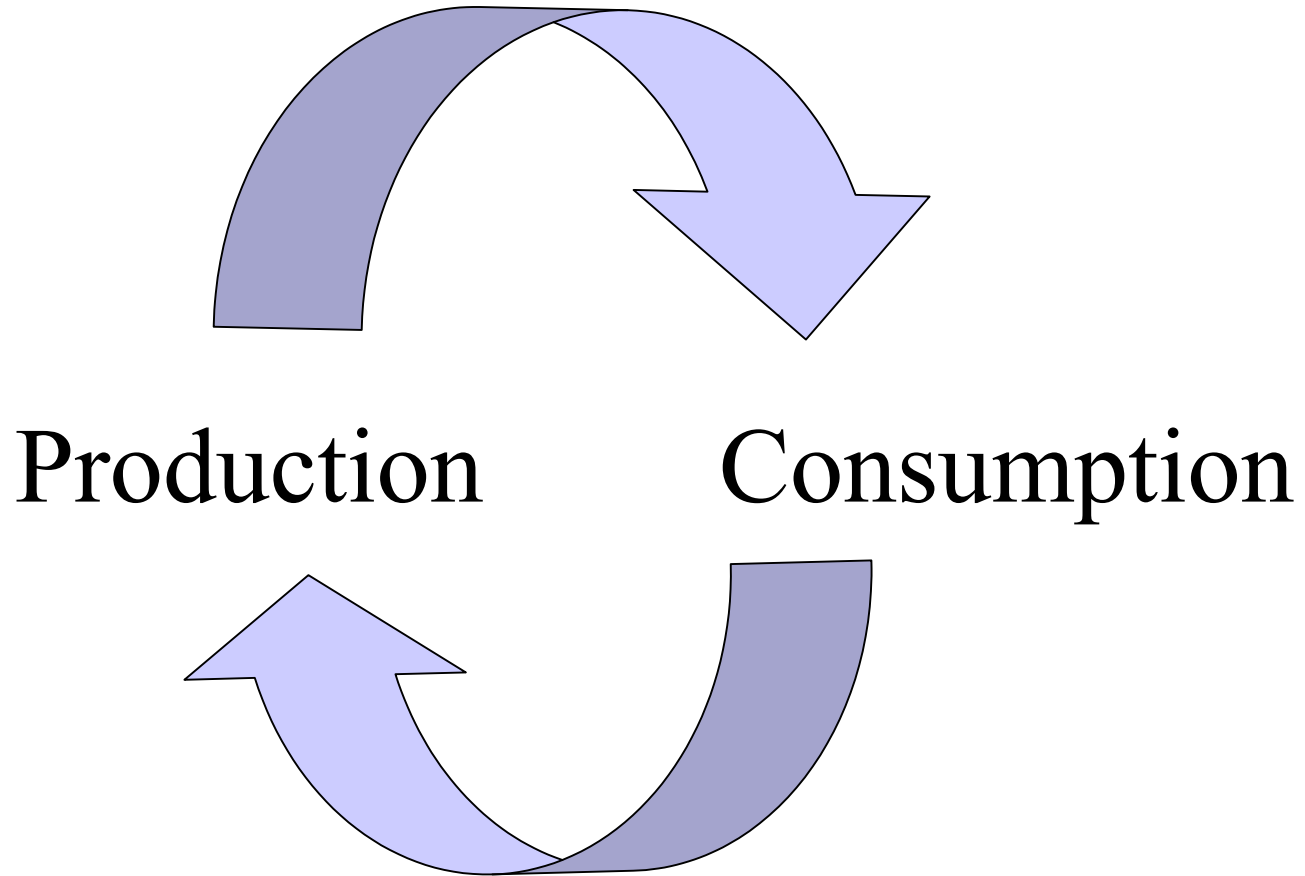


Figure 3: Determinants of the Sustainability of Energy Consumption, in Doris Fuchs and Sylvia Lorek, *An Inquiry into the Impact of Globalization on the Potential for 'Sustainable Consumption' in Households*, Report No. 2/01, University of Oslo (ProSus). March 2001, p. 26.

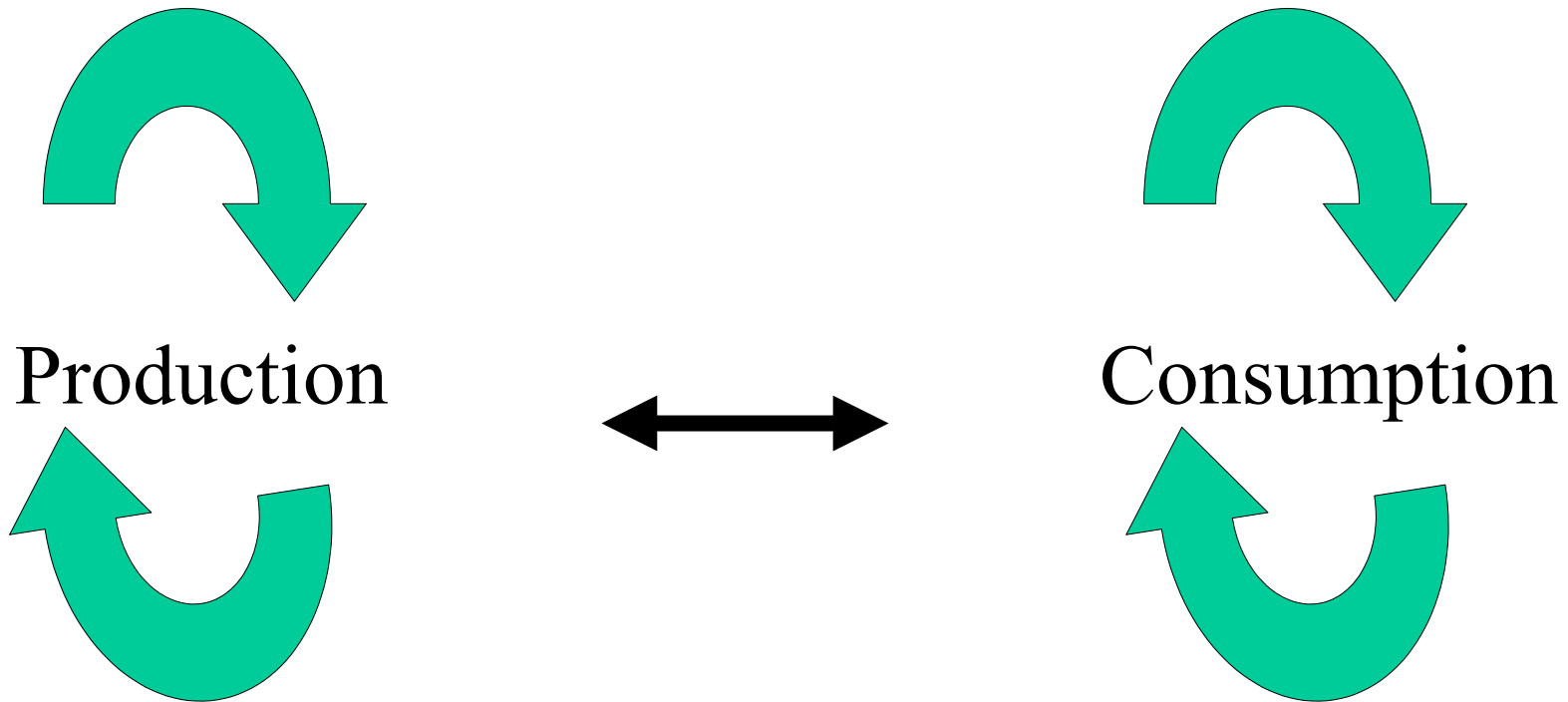
# Production / Consumption Links

(theoretical)



# Production / Consumption Links

(practical?)



# **Sustainable Consumption Initiatives: Local Level Examples**

## **Lowell Center (Massachusetts, U.S.):**

- Worcester S.P.I.N.**
- TURN Grants**
- Sustainable Hospitals**

# Sustainable Consumption Initiatives: National Level Examples

U.S. ([http://www.turi.org/publications/pub\\_reports.htm#PolicyReport19](http://www.turi.org/publications/pub_reports.htm#PolicyReport19))

- GAP
- CNAD
- Green Seal, Consumers Union

Europe

- DIY (Netherlands)
- Home Guard (Norway)

# **Sustainable Consumption Initiatives: International Level Examples**

- Agenda 21
- UNEP
- Consumers International
- OECD
- CEC

# North American Sustainable Consumption Alliance

## **\* In Formation \***

- **Motivation**: mechanism needed to promote collaboration and communication among 3 countries
- **Inaugural meeting**: Oct. 2001 in the U.S. with participants from government, academia, NGO's
- **Outcomes**: commitment to develop strategic partnership, identification of preliminary strategy

# North American Sustainable Consumption Alliance

## MISSION STATEMENT (draft)

“The North American Sustainable Consumption Alliance is a strategic partnership of people and organizations who are working to promote more sustainable patterns of consumption in Mexico, Canada, and the United States. They share the common goal of encouraging individuals, businesses, institutions, and governments to reduce their impact on the environment by changing how they consume materials and resources. The role of the Alliance is to facilitate information exchange, communication and outreach, and collaborative action around sustainable consumption. The Alliance also strives to place the issue of sustainable consumption at the forefront of the public and political agenda in all three countries.”

# North American Sustainable Consumption Alliance

## Next Steps:

- **Second planning meeting- June 2002, Montreal**
- **Outstanding issues:**
  - ✓ **identification of concrete projects**
  - ✓ **role of business and industry**
  - ✓ **linkage to cleaner production community**