



# Sustainable Consumption & Production (SCP) and Green Jobs



Janet Salem, UNEP



## UNEP



UNEP is the designated authority of the United Nations system in environmental issues at the global and regional level.

UNEP's mandate is to **coordinate the development of environmental policy consensus by keeping the global environment under review and bringing emerging issues to the attention** of governments and the international community for action.



The aim of SWITCH-Asia is to **promote Sustainable Consumption and Production (SCP)** in Asia. To achieve this objective, the Programme **supports capacity building, formulation and implementation of SCP-related policies.**



## Definition of SCP

- Simplest and most comprehensive is (UNEP 2011)  
*SCP is a holistic approach to minimising the negative environmental impacts from consumption and production systems while promoting quality of life for all"*



## SCP, Green Growth, Green Economy

1. Principles of SCP not really different from Green Growth, Green Economy, Low-carbon path.
2. Green growth and Low-carbon path refer to pathways to sustainability.
3. Green economy invites attention to financing of sustainable consumption & production and investments needed.



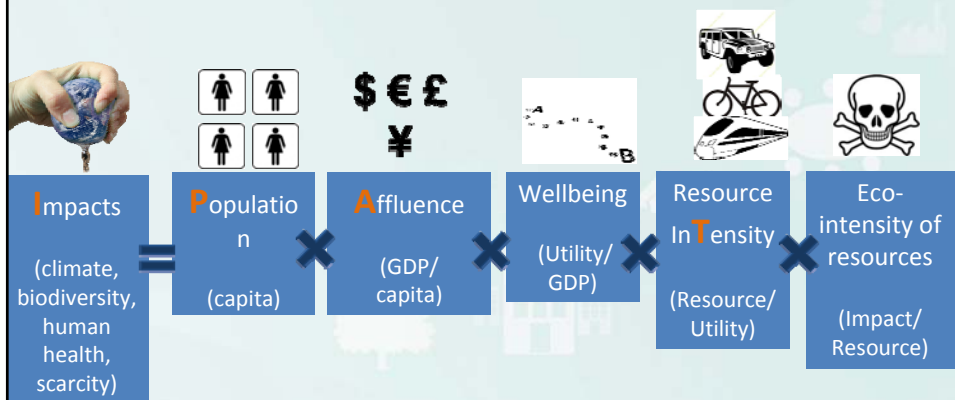


## Outline

- **Understanding socioeconomic drivers of impacts to find socioeconomic solutions**
- Enabling conditions for SCP:
  - Societal goals aligned with sustainability
  - The next innovation wave
  - SCP policy framework conducive to green jobs



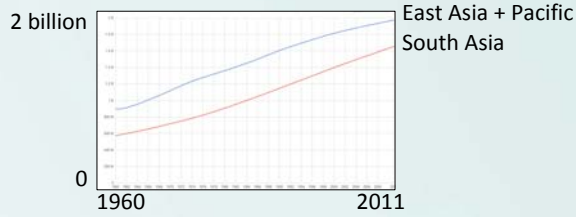
## Understanding socioeconomic drivers



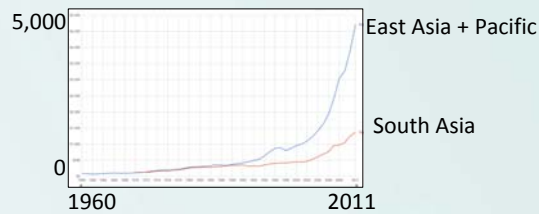
Adapted from Azar et al, 2002

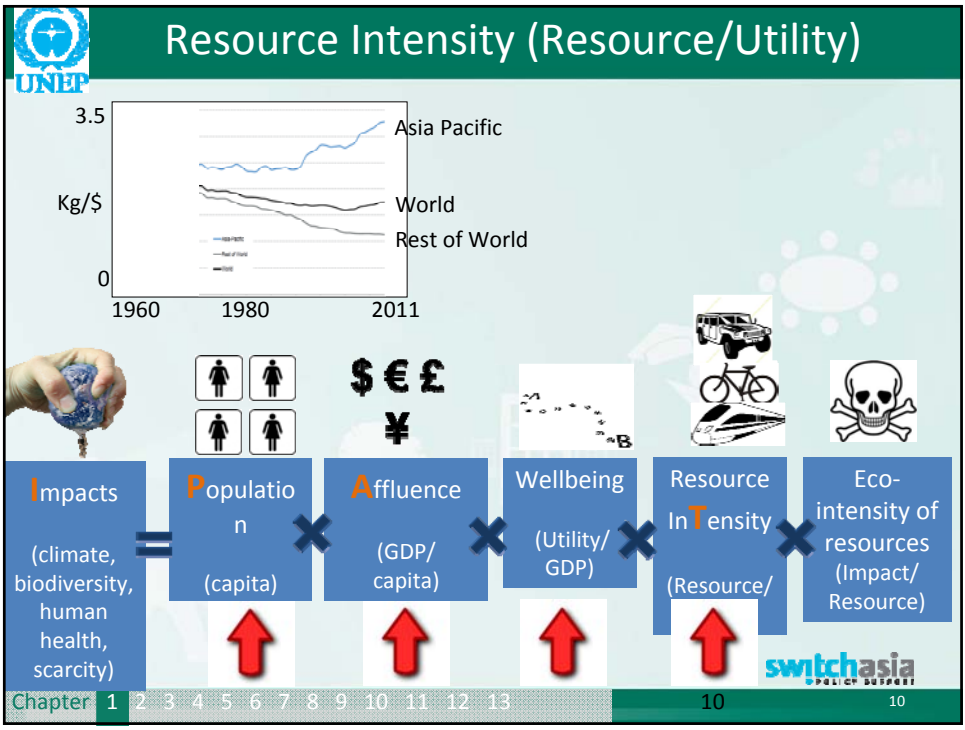
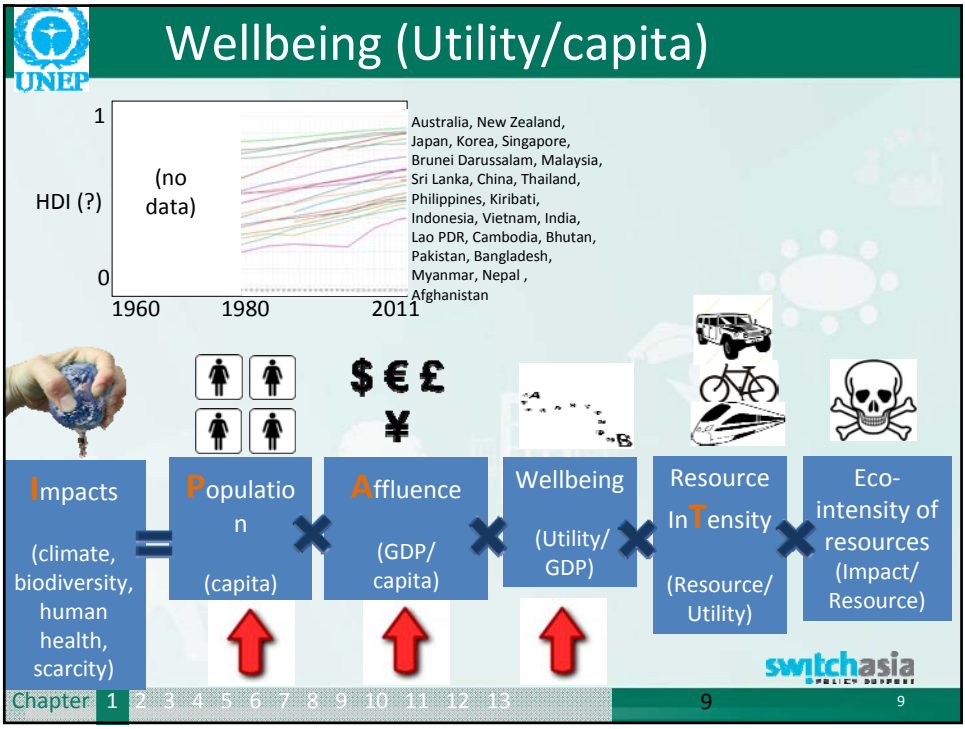


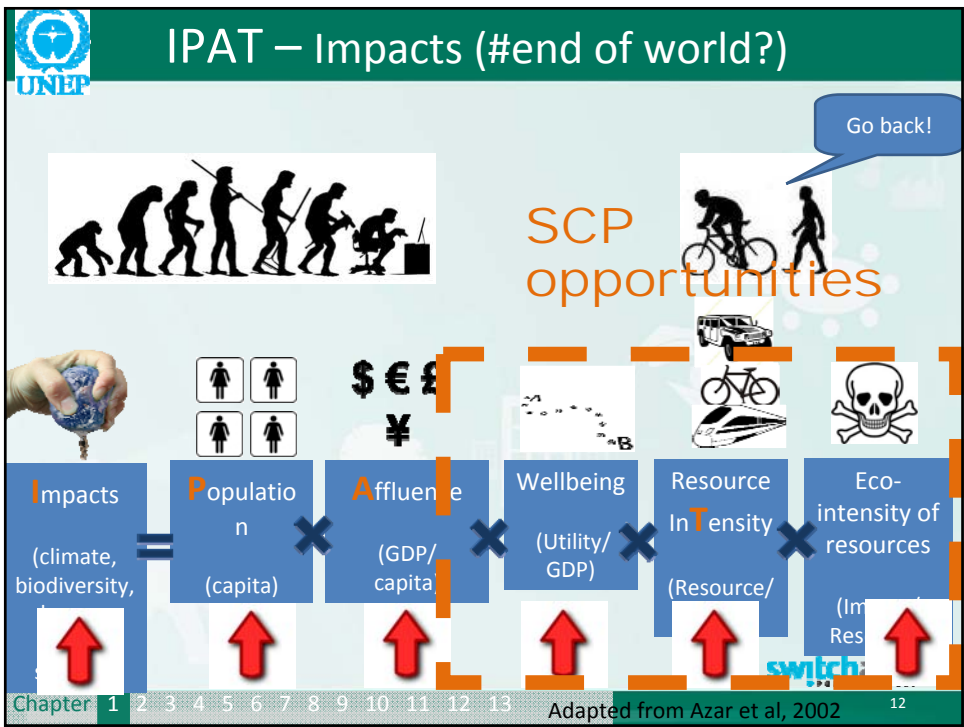
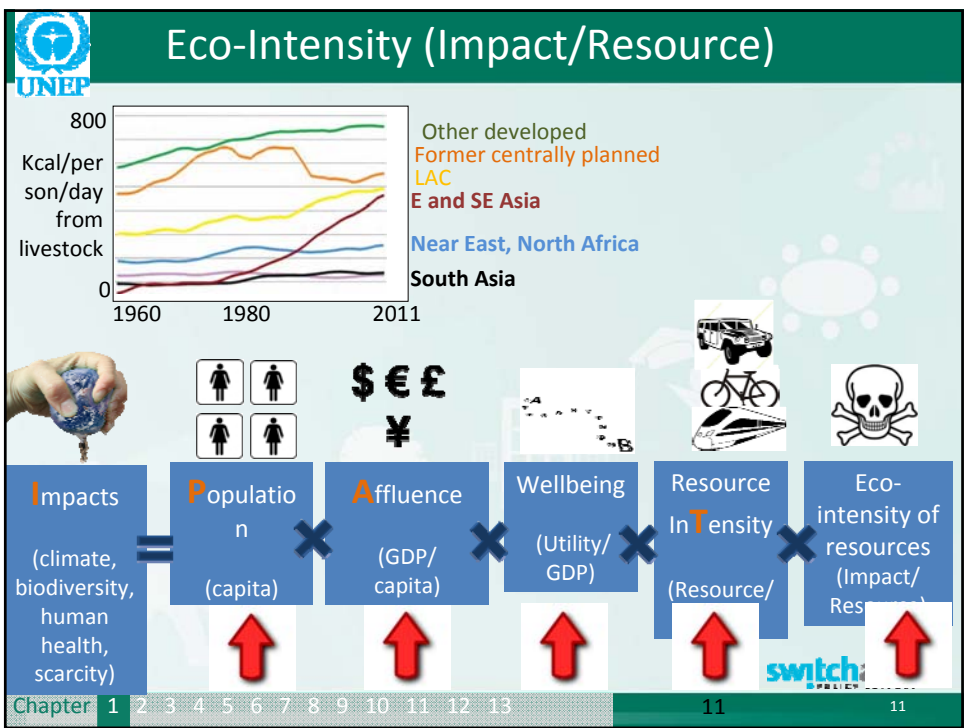
# Population (capita)



# Affluence (GDP/capita)

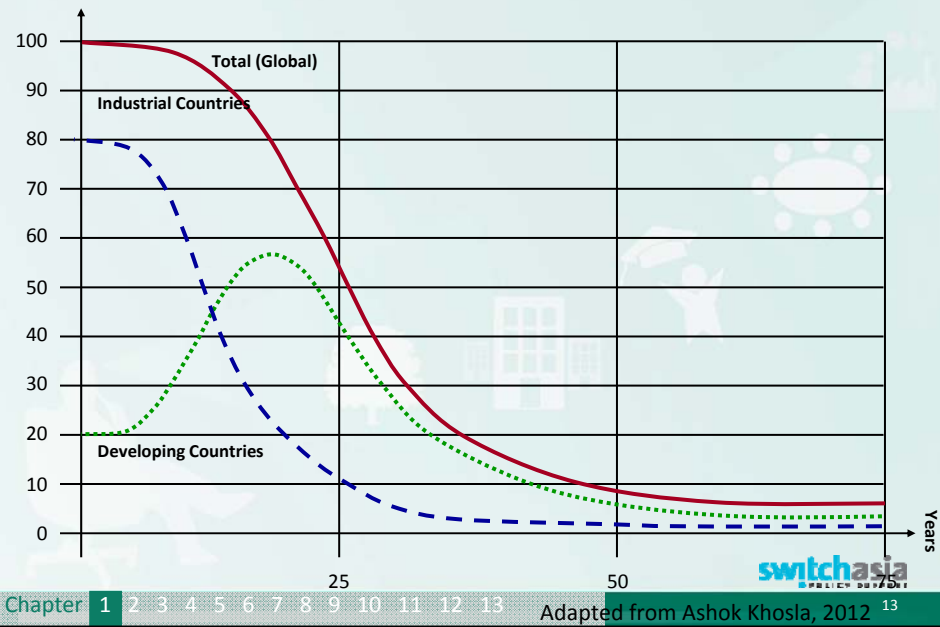








## Consumption of Materials



## Outline

- Understanding socioeconomic drivers of impacts to find socioeconomic solutions
- **Enabling conditions for SCP:**
  - Societal goals aligned with sustainability
  - The next innovation wave
  - SCP policy framework conducive to green jobs



# 1. Societal values - Which development path?



<b>Developing Countries:</b>	<b>Copy Cat?</b>	<b>Piggy Back?</b>	<b>Leap Frog?</b>	<b>Horse Jump?</b>
<b>Developed countries:</b>	<b>Business as usual?</b>	<b>Fine Tuning?</b>	<b>Transforming?</b>	
<b>Societal Choices</b>	Technology	Strategy	Objectives	<b>Lifestyle/Values</b>



Chapter 1 2 3 4 5 6 7 8 9 10 11 12 13 Adapted from Ashok Khosla, 2012



# 1. Societal values - Which development path?



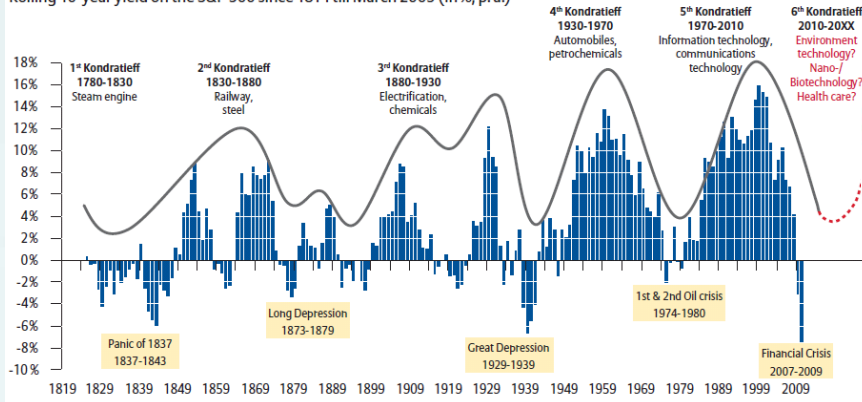
<b>Path:</b>	<b>Copy Cat?</b>	<b>Piggy Back?</b>	<b>Leap Frog?</b>	<b>Horse jump?</b>
<b>Models?</b>	Obsolescence	Miniaturize/ Durability	Share economy, collaboration	Rethinking wealth
<b>Manufacturing</b>	Hardware	Mini hardware	Sharing, Rental	Biomimicry
<b>Construction?</b>	Cement, Steel, Concrete	Lightweight Elements	Recycled Materials	Industrial Wastes
<b>Waste?</b>	<b>Dumping, Incineration</b>	<b>Sep. Toilets, Composting Recycling</b>	<b>Biogas, Reuse, Repair, Redistribute</b>	<b>Refuse, Redesign</b>
<b>Transport?</b>	Car, Airplane	<b>Fuel efficient cars, two wheelers</b>	<b>Public Transport, Bicycle</b>	<b>Zoning, IT Internet</b>
<b>Lighting?</b>	Incandescent	CFLs	LEDs	Daylight





## 2. The next innovation wave!

Rolling 10-year yield on the S&P 500 since 1814 till March 2009 (in %, p. a.)



Source: Datastream; Illustration: Allianz Global Investors Capital Market Analysis

James Bradfield Moody, World Resources Forum 2012, [www.sixthwave.org](http://www.sixthwave.org)



## Resource efficiency



Old mode of operation  
—  
Harvesting resources that are plentiful and cheap



New Mode of Operation  
—  
Managing resources that are scarce and valuable

Adapted from James Bradfield Moody, World Resources Forum 2012, [www.sixthwave.org](http://www.sixthwave.org)





# The sixth wave



- **Markets:** Waste = Opportunity
- **Institutions:** Sell the Service, not the Product
- **Technology:** Digital and Natural Converge
- **Systems:** Bits are Global, Atoms are Local
- **Integrating:** If in doubt, look to nature

**TIME names Collaborative Consumption as one of the “Permaculture – stunningly productive agriculture systems**



PRODUCT SERVICE SYSTEMS

Adapted from James Bradfield Moody, World Resources Forum 2012, [www.sixthwave.org](http://www.sixthwave.org)



# 3. Policy tools

- SCP Policy tools serve to shift consumption behavior and production patterns in a sustainable direction:
  - Phase out undesirable products and behaviours
  - Expand market for more sustainable products
  - Provide incentives for more sustainable behaviour



Regulatory Tools: Command & Control



Economic Tools: Market-based Instruments



Information-based Tools: Enabling Informed Choices



Voluntary Agreements: Negotiated Target-setting





## Conclusion

- Green jobs should be part of a strategy to mitigate drivers of impacts.
- Aligning societal goals with sustainability will help set up the right policy frameworks to enable green jobs.
- Early SCP adopters will benefit in the next innovation wave.



Thank you!

[Janet.Salem@unep.org](mailto:Janet.Salem@unep.org)