Sustainable Production and Consumption - Educating future consumers

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Consider if

- If an economy grows at 6% per annum

- [the average rate across Asia]

- In 25 years it will quadruple in size

- To maintain resource use at current levels there will need to be a four-fold increase in resource efficiency
What if...

- If an economy grows at 10% per annum
- [the average rate across urban areas in China]
- In 25 years it will increase by 10 times
- To maintain resource use at current levels there will need to be a ten-fold increase in resource efficiency
And what if…

- If an economy grows at 14% per annum
- [the average rate across the manufacturing sector in Southern China]
- In 25 years it will increase by 25 times
- To maintain resource use at current levels there will need to be a 25-fold increase in resource efficiency

(from SRC Asia)
Growth of the “consumer” class

- China – 19%
- India – 12%
- Brazil – 33%
- Asia-Pacific region – as many middle-income earners as in Europe and North America together
Some challenges in production-consumption system

- End-of life management
- Link of the profit to the volume of consumption
- Consistently reinforced “western” life-style
- Etc.
Sustainable consumption

• “Sustainable consumption is not about consuming less but consuming differently, consuming efficiently and having an improved quality of life”
  
  (Jacqueline Aloisi de Larderel, UNEP)
The consumption should be

- *Shared*; ensuring basic needs for all
- *Strengthening*; building human capabilities
- *Socially responsible*; does not compromise well-being of others
- *Sustainable*; without mortgaging the choices of future generations.
SC is a process of acquisition of goods and services while keeping in mind

- the best value for money considerations such as, price, quality, availability, functionality, etc.
- environmental aspects ("green procurement": the effects on the environment that the product and/or service has over its whole lifecycle, from the cradle to the crave)
- the entire Life Cycle of products
- social aspects: effects on issues such as poverty eradication, health, international equity in the distribution of resources, labor conditions, human rights

Interagency Sustainable Procurement Group
Approaches to sustainable procurement

1. Consideration of form of use
2. Is purchasing is necessary
   • Specifying environmentally superior products and services,
   • Specifying products that take into account ethical and fairtrade issues
   • Considering the whole life costs of purchases.
   • Buying from companies that are identified as superior in their environmental and social activities
What should be learned?

• Interdependence – Aspects and Impacts
• Understanding of leadership and good citizenship
• Quality of life and life style
• Other questions
  – Alternatives
  – Other forms of expressing actions affecting PC system
  – …
Challenges of integration into educational programmes

- Cross-disciplinary nature
- Existing capacity (including teaching and learning methods)
- Direct challenge to the value-system
- In opposition to the system reinforcing affluent “western” life style