



Panel 2 – How can sustainable consumption be the easy choice

European Consumer Day

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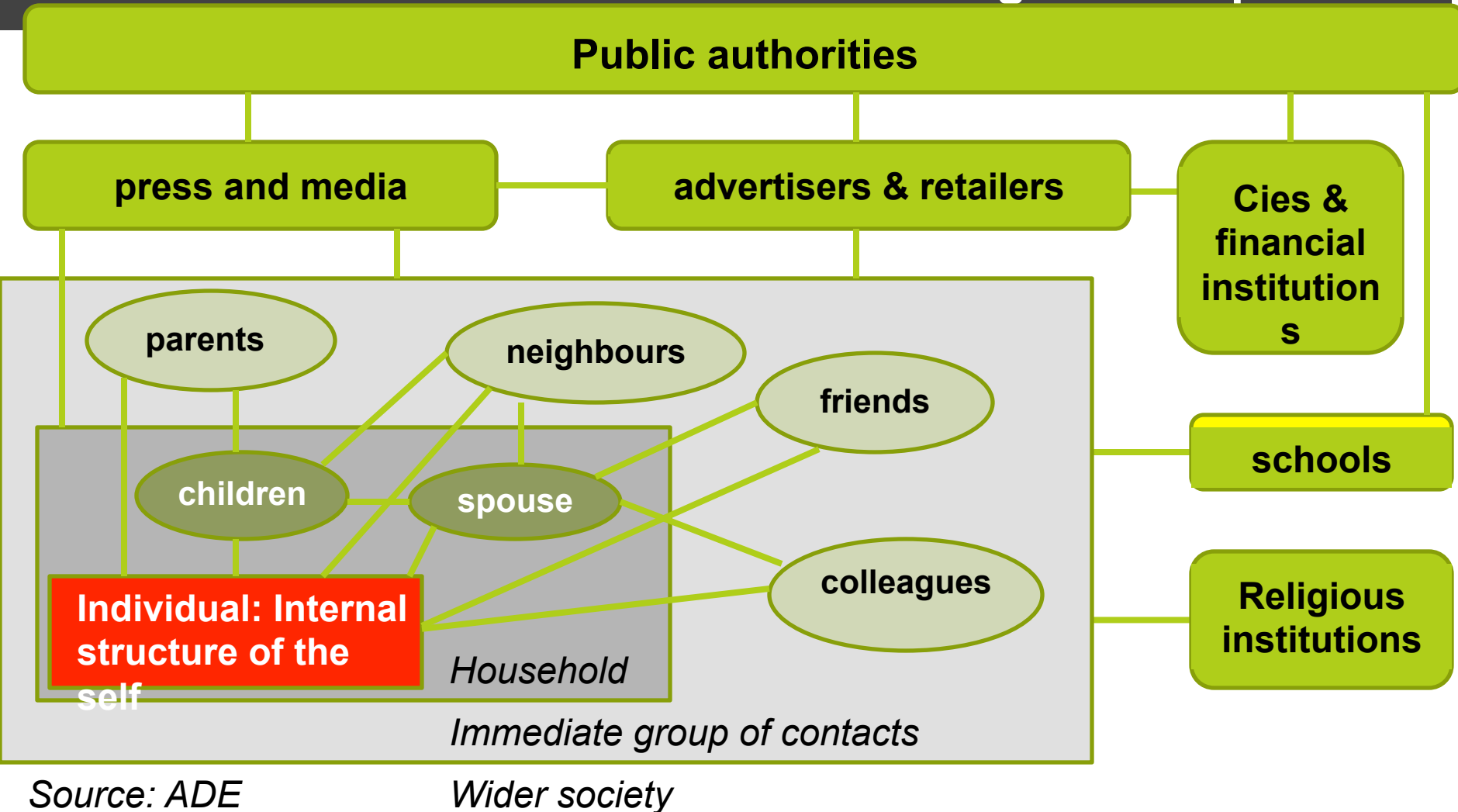
Booming consumption

- Average household consumption expenditures: US\$4.5 trillion in 1960 to US\$19.5 trillion in 2000.
- Caused by demographic growth, but mostly because of dramatic changes to **consumption patterns**, initiated in developed countries and spread to developing countries.
- The globalized **consumer class** sits at 1.7 billion people - nearly half of them in the developing world.

Consumption

- Seen as a means of self-fulfillment and social recognition – a prerequisite of happiness.

Structure and networks influencing consumption

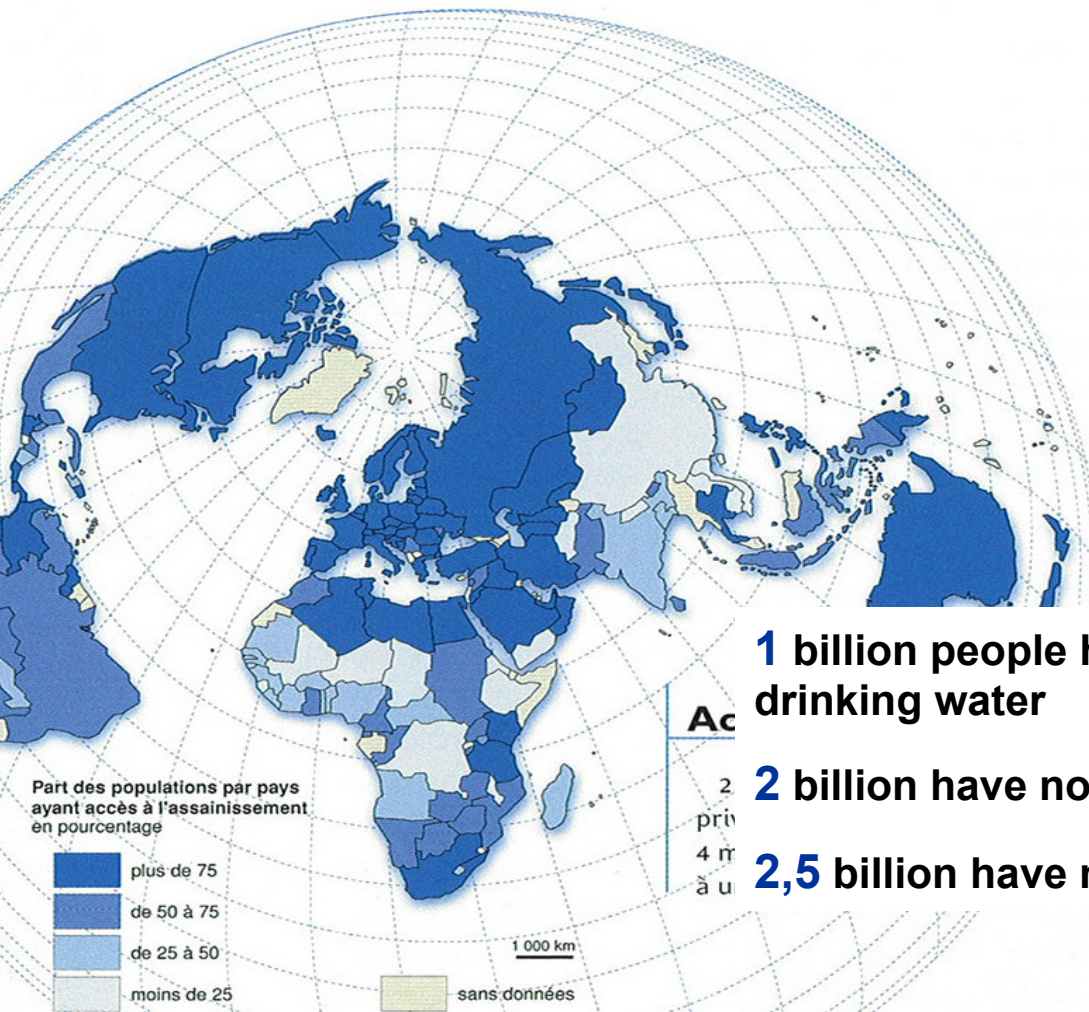


Unequal access to essential goods and services

20% of the world population consumes
87% of the world's output

whereas...

1 billion people survive with less
than one euro per day



1 billion people have no access to drinking water

2 billion have no access to sanitation

2,5 billion have no access to electricity

Eco-labelling Schemes around the World

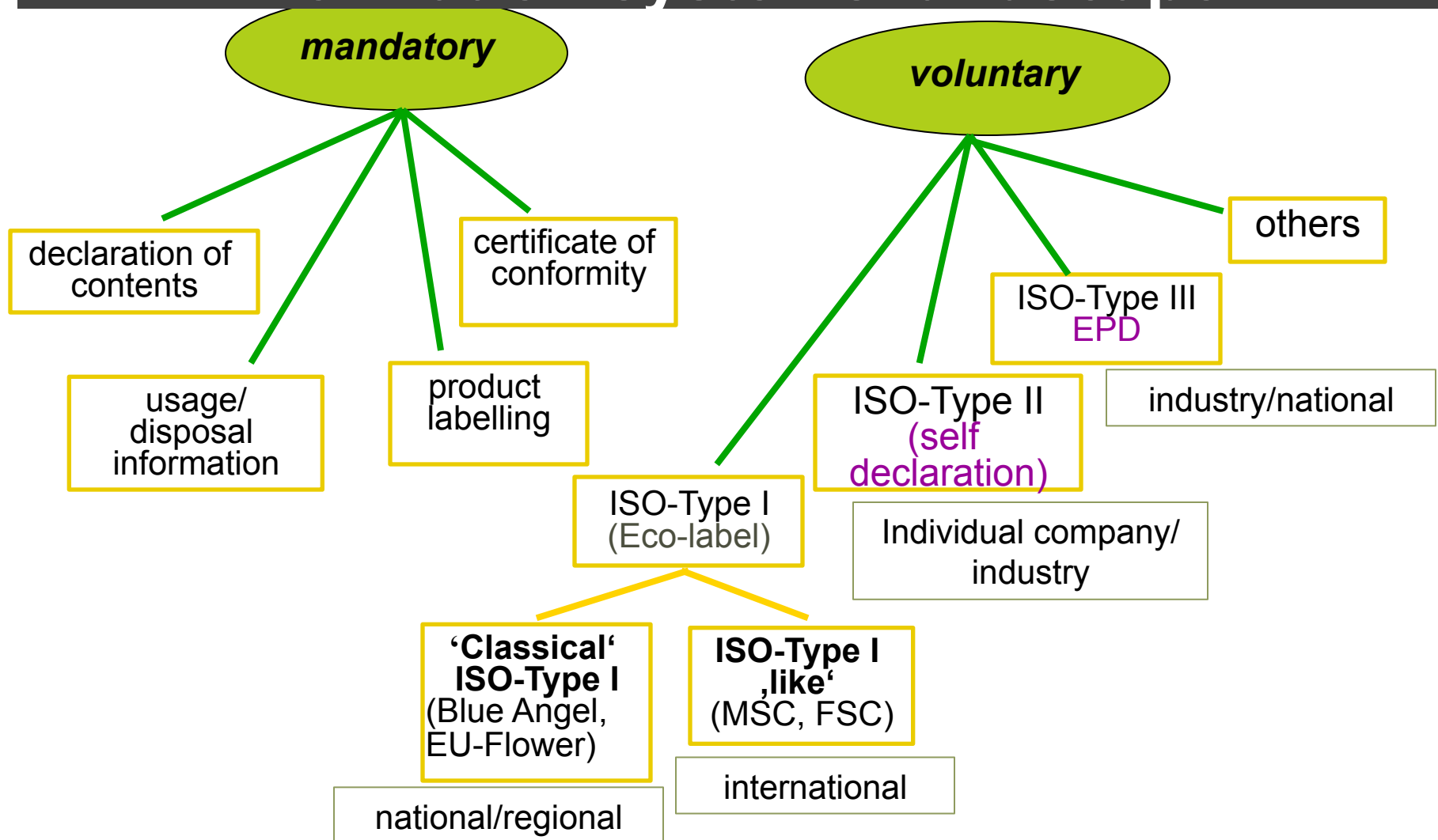
- The EU Flower
- The Nordic Swan
- African Eco-labelling Mechanism and Eco Mark Africa
- Mauritius or Brazilian National SCP Programme
- South African National Eco-labelling Scheme
- Brazilian National Eco-labelling Programme
- East African Organic Product Standard
- Life cycle application and environmental foot-printing through the LCI network: ca 2,000 expert, of which 30% from developing and emerging economies

The choice ?



What choice ?

Information systems landscape



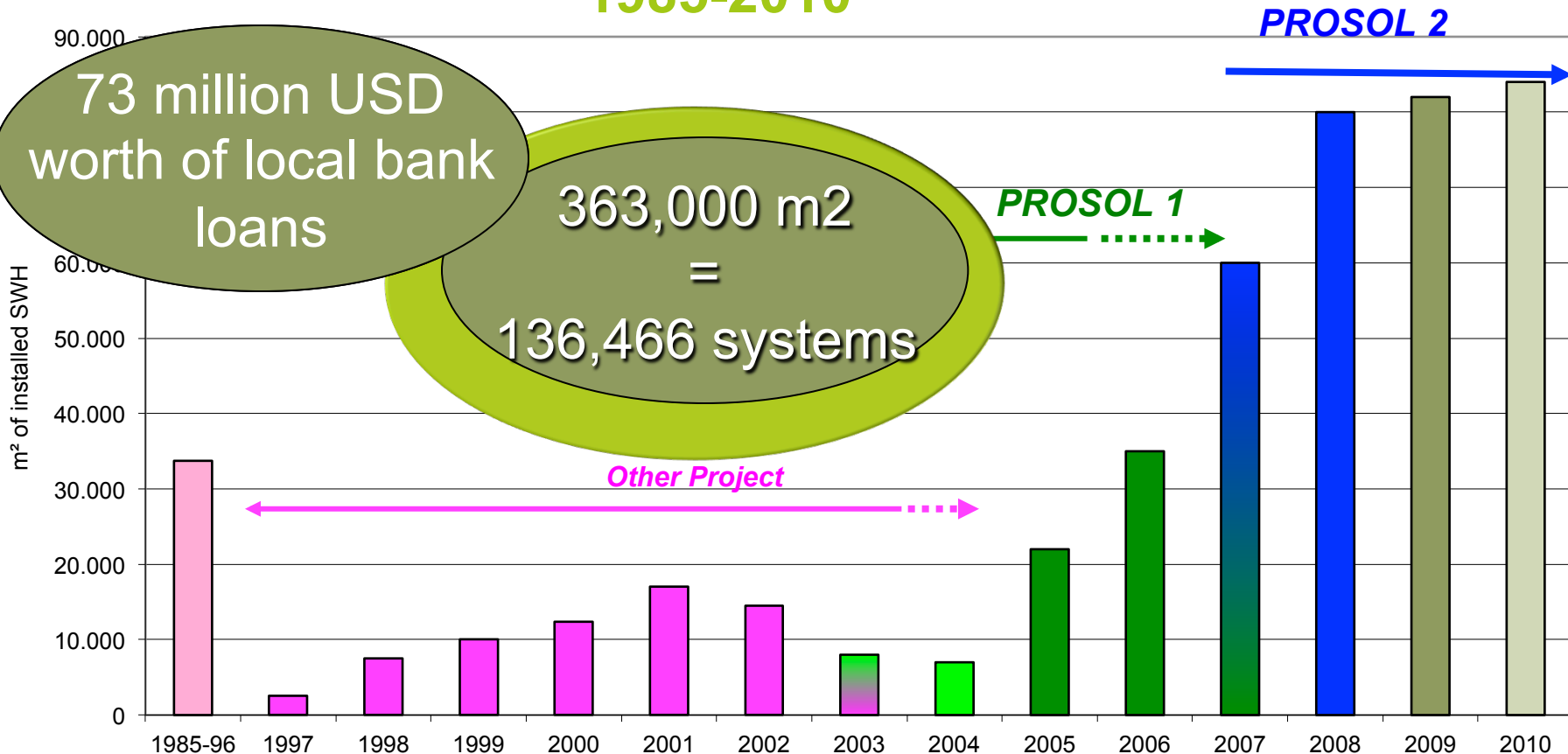


The Global Survey on Sustainable S (GSSL)

- Need for **more information** on **global challenges** and how they relate to their lifestyles and individual actions, and a **holistic, compelling** and **pragmatic vision** of what a sustainable society is, and how it can be **translated** at the local and individual levels
- Need to **generate, synthesize** and **share knowledge** for a better understanding of consumption patterns and lifestyles
- Different stakeholders must work together to better **understand, educate** and therefore **empower** young adults worldwide so they can create their own positive visions of sustainable consumption and lifestyles and become actors of change.

Having the choice: the role of policies

Solar Water Heaters Market Growth in Tunisia 1985-2010



Beyond communication ...

Education for Sustainable Consumption

- Mainstreaming of ESC and lifestyles in formal education curricula and informal education at national and local levels
- Current pilot country implementation: Chile, Indonesia and Tanzania





Thank you