

# **Blueprint for European Sustainable Consumption and Production**

**7EAP Hearing:  
The European Environmental Action Programme and  
the use of economic and voluntary instruments**

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# Outline

- EEB – who we are
- 6EAP comments
- Blueprint for European Sustainable Consumption and Production
- Roadmap forward



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# EEB – who we are

- Created in 1974 to represent its members' interests to the EU institutions, and to help them monitor and respond to EU policies
- Largest European federation of environmental citizens' organisations
- > 145 member organisations in > 30 countries
- Aim to protect and improve the environment of Europe and to enable the citizens of Europe to play their role in achieving this goal
- Topical policy work: e.g. Air, Biodiversity, Chemicals, Noise, Products, Waste, Water, etc.
- 'Horizontal issues': Sustainable Development, 6th Environmental Action Programme, SCP
- Governance (democracy and public participation): Aarhus Convention
- Enforcement (= implementation and application of EU legislation)



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# 6EAP comments

- EEB response to the mid-term review
- Time lost and even roll-back on Thematic Strategies (particularly waste and air)
- Critical of 6EAP from the start: widespread absence of targets and deadlines a serious weakness
- Concern about emphasis on producing Thematic Strategies and Framework Directives instead of specific measures - ensuing years would be spent on discussion not action
- Review gave high profile to Better Regulation initiative – economics steering environmental activities
- Support for shift of tax burden from labour to resource and energy consumption, pollution
- Climate has best results but no thanks to 6EAP



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**Commission highlights "delivery gaps" in 6EAP**  
ENDS Europe, Thursday 3 May 2007

**"Put environment policy at the heart of the EU project"**  
EEB, 3 May 2007

**Ministers call for further action on environment**  
ENDS Europe, Monday 2 July 2007

# Why the Blueprint?

- SCP mentioned since Rio (1992) but with little political attention
- Formal SCP agendas developed in EU countries so far often suggest “convenient truths”
- Focus on marginal changes and/or technical progress
- Sustainable development since 1987, but indicators show overall we’re heading in the wrong direction
- Social, environmental and economic crises illustrate problems of the concept of limitless growth on a finite planet
- 20th century “expansion” approach is no longer acceptable or possible
- SCP policies have not yet addressed this reality
- Collaboration between environmental and social NGOs and the research community (products, sustainable consumption)



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May 2009

SCORE!

Sustainable Consumption Research Framework





# Goals for change – transition to living better, equally, within limits

- Peak Oil, climate change, finite resources ... “Peak Everything”
- From “expansion” to “contraction and simplification”
- Will societies contract and simplify intelligently or in an uncontrolled, chaotic fashion ?
- Planned, intelligent change requires a sustainability transition approach



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# Goals for change –

## A sustainability transition approach

- One Planet Living
- From “lower” to “low” or “no” environmental impact
- Focus on well-being, dignity and equality, enabling engagement in shaping society
- Quality not quantity, especially in economics
- Serious need for political leadership
- Societal, collective action
- Development of a sustainable consumption agenda
- Innovation is social too, not just technological



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# A vision on change – Type of change

- Living within limits
  - Food & drink/agriculture
  - Transportation and tourism
  - Housing (including energy-using products)
- Shaping a sustainable society, not a sustainable consumer
- Addressing the public as citizens in society, not simply as consumers
- Addressing production *and* consumption
- Creating the systems that lead to sustainable behaviour



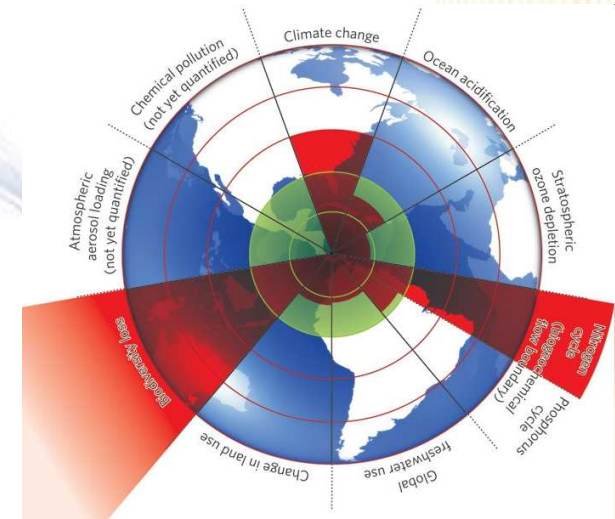
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# Roadmap forward (1)

- 7EAP needs to set a clear transition based on 21st century realities – climate change, biodiversity loss, water, natural resources, etc
- From weakened positioning on environmental protection to clearer and more central role for environmental sustainability – from pillars to concentric circles
- 'paradigm shift' in approach – limits, from 'lower' to 'low' or 'no', etc
- "European Project" needs EU, national and public support
- Recognise tension between economic/green growth and SD/SCP -> Beyond GDP; wellbeing/prosperity, not just growth

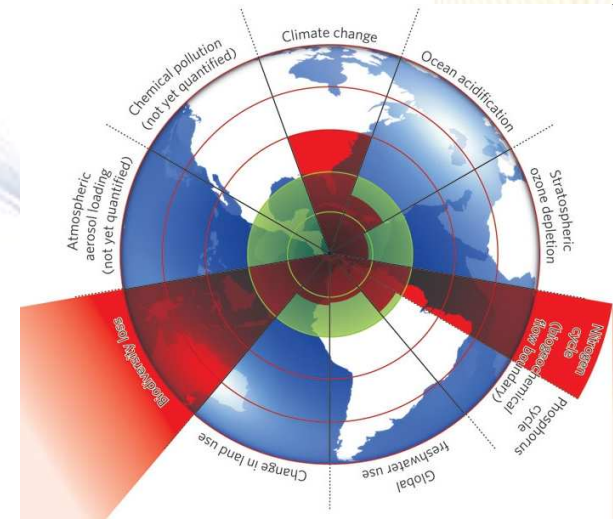


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# Roadmap forward (2)

- SCP is not just another 'challenge' of SD, it is an underpinning objective – reposition SCP
- Develop a sustainable consumption agenda – positive, well-being, engaging; not negative, doom, fear
- Focus on big impact areas: transport (and tourism), housing (and electronic products) and food & drink/agriculture
- Slow things first – infrastructure/systems
- Policy coherence – objectives, targets, deadlines, legislation, market mechanisms
- Hard stuff: 21st century objectives, fiscal mechanisms, Lisbon before SD (market, consumer society), consumption, beyond efficiency and innovation



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# Thank you for your attention

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