



**One planet**  
consume and produce with care



*The One Planet Network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production*

# Shaping the economy of sustainable development

An overview of policies and initiatives supporting the shift towards sustainable consumption and production patterns in the Pan-European region

---



Copyright © United Nations Environment Programme, 2018.

This technical report may be reproduced in whole or in part and in any form for educational or non-profit purposes without special permission from the copyright holder, provided acknowledgement of the source is made. UN Environment would appreciate receiving a copy of any publication that uses this technical report as a source.

No use of this technical report may be made for resale or for any other commercial purpose whatsoever without prior permission in writing from the United Nations Environment Programme.

#### Disclaimer

The designations employed and the presentation of the material in this report do not imply the expression of any opinion whatsoever on the part of the United Nations Environment Programme concerning the legal status of any country, territory, city or area boundaries. Moreover, the views expressed do not necessarily represent the decision or the stated policy of the United Nations Environment Programme, nor does citing of trade names or commercial process constitute endorsement.

UN Environment promotes environmentally sound practices globally and in its own activities. Our distribution policy aims to reduce UN Environment carbon footprint.

#### Contact details

---

Fabienne Pierre (PhD)  
Mainstreaming SCP policies  
10YFP Secretariat UN Environment  
Economy Division  
1 Rue Miollis, Building VII,  
Paris France 75015

email: [fabienne.pierre@un.org](mailto:fabienne.pierre@un.org)  
telephone: +33 1 4437 1426

## ACKNOWLEDGMENTS

**Editorial supervision and coordination of the European chapter:** Lewis Akenji and Ryu Koide, IGES

**Survey design, methodology and data processing:** Lewis Akenji and Ryu Koide IGES, Fabienne Pierre (Ph.D), UN Environment

**Background research and initial draft:** József Slezák, SERI Germany

**Reviewer and inputs:** Simon Gilby, Ryu Koide, IGES, Rie Tsutsumi, Regional Coordinator, Nina Schneider, Programme Officer, Fabienne Pierre, Programme Officer, with the support of Alex Leshchynskyy, Lesya Nikolayeva and Listya Kusumawati Consultants, UN Environment, Ministry of Agriculture of Hungary, Federal Ministry of Agriculture, Forestry, Environment and Water Management of Austria, Swedish Environmental Protection Agency, (Ms. Eva Ahlner and Ms. Gunilla Blomquist), UN Economic Commission for Europe.

The report also benefited from the generous financing support of the European Commission, Norway and Switzerland.



**One planet**  
consume and produce with care



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Office for the Environment FOEN

## FIGURES, TABLES, AND MAPS

---

<b>Figure 1.</b> Sustainable consumption and production in national policy frameworks	p.7,20
<b>Figure 2.</b> Types of reported policies and initiatives	p.31
<b>Table 1.</b> Programmes under the leadership of European countries under the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)	p.18
<b>Table 2.</b> Meeting series at the sub-regional levels in the context of the 10-Year Framework of Programmes on Sustainable Consumption and Production	p.19
<b>Table 3.</b> European countries' participation in the 2015 pilot survey conducted by the 10YFP Secretariat	p.20
<b>Table 4.</b> Examples of National strategies or action plans dedicated to sustainable consumption and production (or sustainable consumption)	p.20
<b>Table 5.</b> Examples of national strategies or action plans for green economy, green growth, resource efficiency, or circular economy, addressing sustainable consumption and production as one of the main topics, explicitly or implicitly	p.23
<b>Table 6:</b> Examples of national strategies for sustainable development addressing sustainable consumption and production as one of the main topics, explicitly or implicitly	p.24
<b>Table 7:</b> Examples of Institutional Mechanisms addressing sustainable consumption and production	p.40

## Abbreviations and acronyms

---

10YFP	10-Year framework of programmes on sustainable consumption and production
BIG-E	The Batumi Initiative on Green Economy
CAP	Common Agriculture Policy
CCIEP	Coordination Committee for International Environmental Policy
DCI	Development Cooperation Instrument
DG	Directorate General
EaP	Eastern Partnership
EaP GREEN	Greening Economies in the European Union's Eastern Neighbourhood
ECAP	European Clothing Action Plan
EEA	European Environment Agency
EECCA	Eastern Europe, Caucasus and Central Asia
ESPO	European Sustainable Palm Oil
EQOs	Environmental Quality Objectives
EU	European Union
EFTA	European Free Trade Association
FAO	Food and Agriculture Organization
GDP	Gross Domestic Product
GGEI	Global Green Economy Index
GHG	Green House Gas
GNI	Gross National Income
GPSM	German Partnership for Sustainable Mobility
HDI	Human Development Index
IHDI	Inequality-adjusted Human Development Index
JRC	Joint Research Centre
MAP	Mediterranean Action Plan
MSSD	Mediterranean Strategy for Sustainable Development
MTs	Milestone Targets
NFP	National Focal Point
OAS	Organization of American States
OECD	Organization for Economic Cooperation and Development
PGD	Policy for Global Development
PPP	Purchasing Power Parity
PRINCE	Policy-Relevant Indicators for National Consumption and Environment
REACH	Registration, Evaluation, Authorization and Restriction of Chemicals
SCAP	Sustainable Clothing Action Plan
SCP	Sustainable Consumption and Production
SDG	Sustainable Development Goal
SEA	Strategic Environmental Assessment
SEE	South Eastern Europe
SFSCs	Short Food Supply Chains
SFP	10YFP Stakeholder Focal Point
SOER	State of Environment Report
SWEPA	Swedish Environmental Protection Agency
THE PEP	Transport, Health and Environment European Programme
UFI	National Environmental Support Scheme of Austria
UNDP	United Nations Development Programme
UN Environment	United Nations Environment Programmes
UNECE	United Nations Economic Commission for Europe
UNIDO	United Nations Industrial Development Organizations
VAT	Value-added tax
WCE	Western and Central Europe
WEOG	Western Europe and Others Group
2030 Agenda	2030 Agenda for Sustainable Development

# Table of Content

<b>Acknowledgements.....</b>	<b>1</b>
<b>Figures, maps, and tables.....</b>	<b>2</b>
<b>Abbreviations and acronyms.....</b>	<b>3</b>
<b>Executive Summary.....</b>	<b>6</b>
<b>Essentials of Europe’s socio-economic and environmental profile.....</b>	<b>10</b>
<b>Regional cooperation frameworks and networks.....</b>	<b>13</b>
• Pan-European Strategic Framework for Greening the Economy and the BIG-E	11
• European Union’s policies relevant to sustainable consumption and production	13
• Case Study – European Union: European Clothing Action Plan (ECAP) project	16
• Other multilateral cooperation schemes at sub-regional level	17
• International cooperation initiatives on SCP engaging European countries	18
<b>Laying the foundations for a policy baseline in Europe.....</b>	<b>20</b>
<b>Enabling conditions for change: the policy landscape for sustainable consumption and production in Europe.....</b>	<b>21</b>
• Country Success Story - Sweden: The promotion of a shift towards sustainable consumption - snapshots on relevant governmental policies	26
<b>Seizing on-going efforts: taking stock of existing policy instruments.....</b>	<b>31</b>
• Case Study – Hungary: Short Food Supply Chains (SFSCs)	32
• Case Study – Austria: Transition to Green Mobility - the “kimaaktiv mobil” initiative	36
• Case Study – The Netherlands: Sustainable Construction Under the Green Deal Scheme	37
<b>Coordination mechanisms and stakeholder engagement.....</b>	<b>40</b>
<b>Funding and Technical Resources.....</b>	<b>42</b>
<b>Monitoring and Indicators.....</b>	<b>43</b>
<b>The Way Forward.....</b>	<b>45</b>
<b>Annex.....</b>	<b>47</b>
• Table A: Examples of strategies, action plans, or other framework policies that address sustainable consumption and production objectives in the European Union	47
• Table B: Cooperation schemes that address sustainable consumption and production objectives anchored into relevant economic or environmental cooperation activities1)	
• Table C: Cooperation schemes that address/integrate sustainable consumption and production objectives in the European region under external funding	48

- Table D: Illustrative examples of partnership initiatives by European countries that contribute to the regional and global frameworks to promote sustainable consumption and production 49

**Index..... 50**

**References..... 54**

## Executive Summary

---

The pan-European region extends from the Atlantic to the Pacific, into the Central Asian plains, and from the Mediterranean Sea to the Arctic Ocean. **The region represents about 21% of the earth's land area and is home to 917 million people (about 12 % of the world population)** (World Bank Data Bank 2016). This vast region counts 54 countries, which form a very diverse group in terms of cultural, social, economic, environmental and political backgrounds. Two prominent world powers belong to the pan-European region, including the European Union (home to about 507 million inhabitants, in 28 Member States) and the Russian Federation (home to about 144.5 million inhabitants). Despite very different national contexts, levels of human development are relatively high across the entire region, as is the ecological footprint of most countries, all of them currently living beyond the carrying capacity of the earth on a per capita basis.

This report presents an overview of policies and initiatives related to sustainable consumption and production advanced by the governments of the pan-European region. Although not pretending to present an exhaustive overview of those policies and initiatives, the report was developed based on literature review as well as on the results of a pilot survey conducted by UN Environment serving as Secretariat of the 10-Year Framework of Programmes on SCP end of 2015, to which **18 European countries and 52% of the Western and Central European countries participated.**

The report provides elements of the European region's socio-economic and environmental profile, which sets the scene, an introduction to regional frameworks and networks promoting more sustainable consumption and production patterns across Europe, as well as an initial review of relevant national policy frameworks and instruments, with two objectives: understanding ongoing efforts to create the conditions for an economy of sustainable development, and laying the foundations for a baseline that can serve as a starting point to track progress on sustainable consumption and production policies, in the context of Agenda 2030 for Sustainable Development and the Sustainable Development Goals.

This report also presents several case studies from Hungary, Austria and the Netherlands, as well as a country success story from Sweden, as inspiring examples of government-led initiatives for sustainable consumption and production.

One of the greatest challenges of the region is to address unsustainable patterns of consumption and production through an integrated and systemic approach, considering interdependent value chains and processes at global level. Greening the economy, including through the mainstreaming of sustainable consumption and production patterns, has been one of the main themes at the Ministerial Conferences under the Environment for Europe process. At the highest

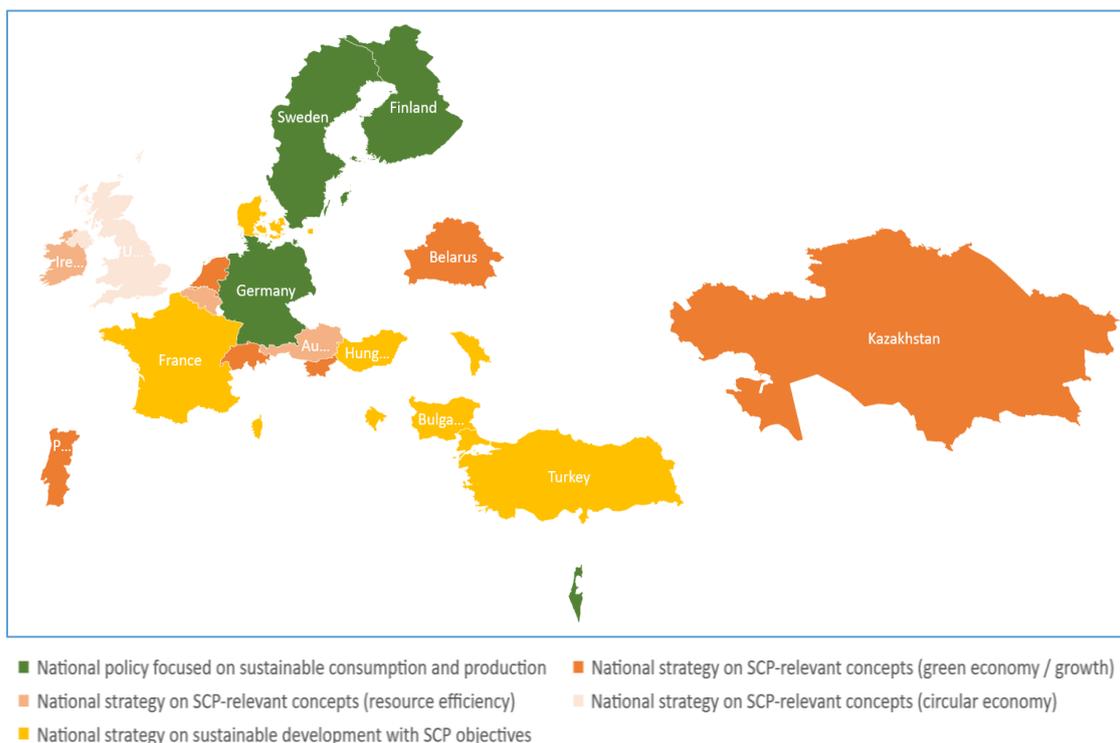
At the UN Conference on Sustainable Development (Rio+20) in 2012, Heads of State adopted the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, a **global framework for action to accelerate the shift towards sustainable consumption and production in both developed and developing countries.** The central role of this framework in achieving sustainable development is affirmed under Agenda 2030 as a standalone target (12.1) calling for its implementation. The Framework aims at creating a global movement and generating collective impact through multiple channels, including six multi-stakeholder programmes (food systems, public procurement, consumer information, lifestyles and education, tourism, buildings and construction), which serve as "accelerators" to develop, replicate and scale up policies and initiatives at all levels. It also fosters knowledge and experience sharing, and facilitates access to technical and financial resources for developing countries. UN Environment serves as the Secretariat.

More information: [www.oneplanetnetwork.org](http://www.oneplanetnetwork.org)

level, governments endorsed the voluntary **Pan-European Strategic Framework for Greening the Economy**, and identified a series of priority sectors that should operate the shift: agriculture, forestry and fishing, energy and mining, manufacturing, transport, water, waste, tourism, and housing, buildings and construction. The institutions of the European Union are also among the most influential bodies for sustainable consumption and production policymaking in the region, including through its Sustainable Development Package launched in 2016, which responds to the 2030 Agenda and the Sustainable Development Goals (SDGs). Other multilateral cooperation schemes at sub-regional level have been developed and recognize the shift to sustainable consumption and production as a priority, including the Regional Action Plan on Sustainable Consumption and Production for the Mediterranean and the Nordic Strategy for Sustainable Development.

**At the national level, sustainable consumption and production objectives are most often mainstreamed into overarching policies dedicated to sustainability.** Only few countries have adopted a national policy specifically focused on sustainable consumption and production in the region. Many more have adopted a national policy focused on sister concepts such as green economy / growth, resource efficiency or, less frequently, circular economy. Many countries have integrated objectives relevant to sustainable consumption and production in their national strategy for sustainable development.

**Figure 1: Sustainable consumption and production in national policy frameworks**



**Through the 2015 pilot survey, 147 policies were reported**, the biggest set of policy data, by far, compared to other regions. **50% of the policies had a sectoral focus, while about 34% of them were identified as having cross-cutting objectives** (e.g. green jobs, industry, education, public procurement, eco-labelling). Some countries also reported overarching strategies and plans such as national strategies and action plans (16%). The sectoral policy areas that addressed sustainable consumption and production objectives most often included, in order of importance,

energy, food and agriculture, environmental protection and conservation, industrial and economic development, buildings and construction, public procurement and urban planning and development.

**10 out of 18 national governments (56%) had institutional arrangements for sustainable consumption and production.** The composition and mandate of those mechanisms differed from one country to another - some governments also use multiple mechanisms for different purposes.

Regional cooperation and the role of the European Union seemed prominent in the region: some countries reported using **funding sources from the European Union**, including its structural investment funds, for strategic policy-making. **Private investment** was said to have been mobilized for not less than **28% of the reported policies and initiatives in the region.**

**Monitoring progress on sustainable consumption and production using specific indicators appeared to be work in progress**, especially outside the European Union. When sustainable consumption and production objectives were only integrated into national sustainable development strategies, indicators were even less specific. Overall, measuring the impacts of consumption and lifestyles, including across borders, was to be further addressed.

### Challenges and opportunities

**European countries leading the way towards sustainable lifestyles, with growing awareness of the European consumers' impact:**

The region is well placed to encourage sustainable consumption patterns as well as cleaner production processes through its imports and regulations. Countries that have been particularly forward thinking include Finland, Germany, Israel and Sweden: changing behaviors in high impact sectors including food, mobility and housing has become a key objective of their national strategies. Concrete potential measures include **enhanced support to bottom-up and community-based initiatives**, as well as the **tackling of structural and behavioural barriers to sustainable consumption**, such as environmentally harmful subsidies, or behavioural patterns according to socio-economic indicators (e.g. income levels, social status, and others).

European policies should also consider the **multiple dimensions of development and social progress**, in the domestic as well as in the global contexts. This includes, but is not limited to, social inequalities across Europe (including with regards to consumption), urban lifestyles and their social and environmental impacts (e.g. impacts of urban pollution on human health in the long run), job and income security, as well as citizens' access to infrastructures conducive to sustainable lifestyles (e.g. sustainable mobility infrastructures in the cities).

### Greater stakeholder engagement and integration

The systemic approach to policymaking for sustainable consumption and production that is required also implies **enhanced governance practices, new and broader initiatives to create integration and ownership among stakeholders**, including businesses, civil society and individual consumers. A need for greater stakeholder engagement into institutional coordination mechanisms was highlighted by the 2015 pilot survey. Moreover, whilst a variety of ministries were often involved in the policy-making process, sustainable consumption and production tended to be part of sustainable development efforts rather than having a focus of its own.

### **Monitoring and measuring progress**

The European Union and its member states have developed deep environmental datasets which have helped considerably in understanding the current situation in Europe and accompanying trends. However, in the context of Agenda 2030 and to allow for a coherent measure of progress across the region, such datasets should be integrated into a comprehensive framework, while indicators specific to consumption and production patterns, their environmental and socio-economic impacts, should be further considered.

## Essentials of European's socio-economic and environmental profile

The European region extends from the Atlantic to the Pacific, into the Central Asian plains, and from the Mediterranean Sea to the Arctic Ocean. The region represents about 21% of the earth's land area and is home to 917 million people (about 12 % of the world population) (World Bank Data Bank 2016). In all, it comprises 54 countries and, according to the 6<sup>th</sup> Global Environmental Outlook report of the UN-Environment, is "diverse in terms of cultural, social, economic, environmental and political attributes" (UNEP/UNECE 2016a).<sup>1</sup>

Two prominent world powers in terms of political and economic influence, the European Union (home to about 507 million inhabitants, in 28 Member States) and the Russian Federation (home to about 144.5 million inhabitants) are major constituencies of the region.

The European region is generally divided into three sub-regions, as follows (UNEP/UNECE 2016a):

- **Western and Central Europe (WCE sub-region)**, covering the countries of the *European Union (EU)*, the countries of the *European Free Trade Association (EFTA)* and other WCE countries (mainly microstates);
- **South Eastern Europe (SEE sub-region)**, including the countries of the *Western Balkans*, as well as Israel and Turkey; and
- **Eastern Europe, Caucasus and Central Asia (EECCA sub-region)**, made up of *Eastern Europe and the Caucasus*, and the *Central Asia* geographical sub-regions;

### The pan-European region

- 21% of the Earth's land area
- 54 countries, 12% of the world population
- Including the **European Union** and the **Russian Federation**
- Generally high levels of human development, and large ecological footprints

The region is not only geographically diverse, but shows considerable variation in terms of human development as measured by the Human Development Index (HDI) (United Nations Development Programme 2016) and in environmental impact as measured by the Ecological Footprint per capita indicator (Goldfinger, Steven; Pobleto, Pati (eds). 2016).

Despite those variations, levels of human development are relatively high across the entire region, as is the ecological footprint of most countries, all of them currently living beyond the carrying capacity of the earth on a per capita basis (over 1.7 global hectares per capita) (United Nations Development Programme, 2016; Global Footprint Network, 2017). Western and Central European countries generally have very high levels of human development and large ecological footprints, at the exception of a few such as Bulgaria, Hungary and Romania. In other parts of the pan-European region, ecological footprints are relatively lower even though levels of human development remain high. This does not apply to countries such as Russia, Israel or Montenegro.

With regards to Gross National Income per capita in Purchasing Power Parity (GNI per capita PPP), several of the countries of the Western and Central Europe sub-region are among the wealthiest nations globally: Luxembourg is among the top ten wealthiest overall, while Norway, Switzerland, Ireland, Denmark, the Netherlands, Austria, Germany and Sweden are among the top 25 (United Nations Development Programme 2016).

<sup>1</sup> For a list of the countries that make up the European region please refer to Table 3 and Figure 1 Map of the region, under the chapter 3: "Laying the foundations for a policy baseline in Europe" pp. 18 & 20.

### ***Urban characteristics across the region***

In this region, most of the population lives in very diverse urban areas, depending on their size, population density, and other factors. In some countries, such as Belgium, Denmark, Finland, Iceland, Israel, Luxembourg, the Netherlands and Norway, urban areas host over 80% of the population (World Bank Data Bank 2016). Europe also provides home to many large metropolitan areas, including Moscow, Istanbul, London, Paris, and the Rhine-Ruhr area in Germany (in descending order), although none of them is among the 15 largest worldwide (Worldatlas 2016).

Because of their exceptionally high level of integration in the global economy and their economic influence, several European cities are considered “Alpha or world cities”<sup>2</sup>. These include London, Paris, as well as Milan, Moscow, Frankfurt, Warsaw, Madrid, Istanbul, Amsterdam, and Brussels (Globalization and World Cities Research Network 2016).

In the meantime, Central Asia is predominantly rural, with only between 25 and 40 per cent of the population living in urban areas, similarly to Bosnia and Herzegovina in the South-Eastern part of Europe. Croatia, Poland and Romania are the countries with the lowest level of urbanisation in the European Union (between 55 and 60 per cent). (World Bank Data Bank 2016)

### ***The Western and Central European sub-region in the world economy***

#### ***A global trading hub***

The European Single Market, which encompasses the European Union (EU) and includes Iceland, Liechtenstein, Norway and Switzerland (members of the European Free Trade Association), is not only the largest economy and consumer market in the pan-European region, but it is also in a key position in a global context (European Commission 2016, European Free Trade Association 2016).

For instance, according to the European Commission, the European Union is “the world's largest trading block and the largest trader of manufactured goods and services”, as well as the most open large consumer market engaging in trade with developing countries: fuels excluded, it imports more from developing countries than the USA, Canada, Japan and China together” (European Commission 2016).

#### ***Global leader of the green economy***

According to the Global Green Economy Index™ (GGEI) by Dual Citizen LLC, many of the countries of the Western and Central European sub-region are in a prime position when it comes to advancing green economy: the top three countries on the list are Sweden, Norway and Finland (in a descending order), closely followed by Switzerland, Germany, Austria and Denmark (within the top 10), France, Italy, Portugal, the Netherlands, Spain, Slovenia and the UK (within the top 25).<sup>3</sup> (Dual Citizen 2016)

### ***Major contribution to environmental (and social) pressures worldwide***

According to the European Environment Agency (EEA), food, housing and mobility are the three household consumption categories that cause most of consumption-based environmental

---

<sup>2</sup> According to the Globalization and World Rankings Research Institute. Cities are ranked into Alpha, Beta and Gamma cities by considering many factors, including economic, cultural and political.

<sup>3</sup> According to the Dual Citizen LLC “performance index of the 2016 GGEI is defined by 32 underlying indicators and datasets, each contained within one of the four main dimensions of leadership and climate change, efficiency sectors, markets and investment and the environment”. See also: [GGEI methodology](#)

pressures in the European Union (European Environment Agency 2013).<sup>4</sup> With regards to impacts beyond those borders, *“the share of the environmental footprint of EU demand that is exerted outside EU borders has increased during the past decade for land, water, and material use, as well as for air emissions”*.<sup>5</sup> (European Environment Agency 2015)

### ***Implications for policy making***

In terms of environmental policy progress, and according to the European Environment Agency: “Europe stands roughly halfway between the initiation of European environmental policy in the 1970s and the European Union's 2050 vision of ‘living well within the limits of the planet’ as set out in the Union's 7<sup>th</sup> Environment Action Programme”. (European Environment Agency 2015)

One of the greatest challenges of Europe is to address unsustainable patterns of consumption and production through an integrated and systemic approach, considering interdependent value chains and processes at global level. European policies should consider multiple dimensions of development and social progress, in the domestic as well as in the global contexts, including relevant synergies. This should include, but not limited to, social inequalities across Europe (including with regards to consumption), urban lifestyles and their social and environmental impacts (e.g. impacts of urban pollution on human health in the long run), job and income security, as well as citizens’ access to infrastructures conducive to sustainable lifestyles (e.g. sustainable mobility infrastructures in the cities).

The systemic approach to policymaking for sustainable consumption and production that is required also implies enhanced governance practices, new and broader initiatives to create ownership among stakeholders, including businesses, civil society and individual consumers. Concrete potential measures include enhanced support to bottom-up and community-based initiatives, as well as the tackling of structural and behavioural barriers to sustainable consumption, such as environmentally harmful subsidies, or behavioural patterns according to socio-economic indicators (e.g. income levels, social status, and others). To respond to environmental challenges in an effective and equitable way, ensuring equal representation of men and women in decision-making positions and developing gender responsive strategies is also key.

---

<sup>4</sup> The consumption perspective in this analysis means that all environmental pressures caused directly or indirectly by national consumption are considered, including pressures accumulated along global production chains. Due to the availability of relevant data however, the geographical scope of the study is constrained to the European Union.

<sup>5</sup> European Environment Agency, *The European Environment — State and Outlook 2015*. The report focuses on [EEA members and cooperating countries](#).

## Regional cooperation frameworks and networks

---

The “Environment for Europe” process and its Ministerial Conferences has served, since 1991, as a high-level platform for stakeholders to discuss, decide and join efforts in addressing common environmental issues across the pan-European region<sup>6</sup>. Greening the economy, including through the mainstreaming of sustainable consumption and production patterns, has been one of the main themes at the last two Ministerial Conferences under the Environment for Europe process, held in Astana (Kazakhstan) in 2011 and in Batumi (Georgia) in 2016<sup>7</sup>, where Ministers decided to engage the region in the transition to a green economy (see details below).

### Pan-European Strategic Framework for Greening the Economy and the BIG-E

As one of the main outcomes of the Eighth Environment for Europe Ministerial Conference that was held in Batumi in June 2016, under the theme "Greening the economy in the European region", ministers endorsed a voluntary Pan-European Strategic Framework for Greening the Economy (Strategic Framework) (UNECE Committee on Environmental Policy with support from UNEP and UNECE, 2016b)<sup>8</sup>, in line with the 2030 Agenda for Sustainable Development. It envisions a development pattern for the pan-European region “that ensures economic progress, social equity and the sustainable use of ecosystems and natural resources, so as to meet the needs of present and future generations” (UNECE Committee on Environmental Policy with support from UNEP and UNECE, 2016b).

Reflecting the priorities of the region, the Strategic Framework defines three overarching objectives and nine integrated focus areas for relevant policies to be made by governments – all of them with relevance to sustainable consumption and production. Three of the focus areas are placed under the overarching objective of the Strategic Framework to enhance economic progress, which indicates that sustainable consumption and production is considered a concept and strategy with key relevance to economic policies in the region.

Sectors prioritised for the greening of the economy under the Strategic Framework are agriculture, forestry and fishing, energy and mining, manufacturing, transport, water, waste, tourism, and housing, buildings and construction.

With regards to governmental policies and initiatives to foster the envisioned transformation, the Strategic Framework recalls that the green economy approach will require the combination

**Four focus areas of the Strategic Framework call for a shift towards more sustainable patterns of consumption and production:**

- Shift in consumer behaviours towards sustainable consumption patterns;
- The development of clean physical capital for sustainable production patterns;
- The promotion of green and fair trade; and
- Increase green and decent jobs, while developing the necessary human capital.

---

<sup>6</sup> The Environment for Europe process involves the 56 Member States of the United Nations Economic Commission for Europe (UNECE) region. The UNECE’s main objective is to promote European economic integration. For more information please refer to <https://www.unece.org/es/env/efe/welcome.html>

<sup>7</sup> For a non-exhaustive overview of policies promoting sustainable consumption and production across the European region prior to 2012, please refer to the report by UN Environment: *The Global Outlook on Sustainable Consumption and Production (SCP) Policies* (April 2012).

<sup>8</sup> The Strategic Framework was developed by the UNECE Committee on Environmental Policy with support from the UNECE and UN Environment secretariats. It was adopted by the Committee at its special session in February 2016 and transmitted to the Batumi Conference for endorsement. Ministers and other heads of delegation endorsed the Strategic Framework and launched BIG-E in Batumi as reflected in the Batumi Ministerial Declaration <http://www.unece.org/fileadmin/DAM/env/documents/2016/ece/ece.batumi.conf.2016.2.add.1.e.pdf>.

of traditional legal policy instruments with economic and fiscal instruments, of “softer” instruments, such as those addressing environmental information, education, capacity building and voluntary agreements. It also highlights the importance of collective public action to transform consumption and production patterns.

As a tool aimed at operationalizing the implementation of the Strategic Framework by 2030, the Eighth Environment for Europe Ministerial Conference also launched the Batumi Initiative on Green Economy (BIG-E)<sup>9</sup>, which “comprises voluntary commitments by interested countries and organizations, both public and private, in the form of actions fostering the transition towards the green economy” (UNECE Committee on Environmental Policy with support from UNEP and UNECE, 2016). BIG-E has been developed under the leadership of Switzerland. To simultaneously contribute to the 2030 Agenda, the pledges under the Batumi Initiative are linked to the relevant Sustainable Development Goals (SDGs) and targets. End 2017, a total of 27 countries and 13 organizations had made 122 commitments under the Batumi Initiative (UNECE Committee on Environmental Policy with support from UNEP and UNECE, 2016). BIG-E remains open for new commitments and a mid-term review of progress under the pan-European Strategic Framework for Greening the Economy and BIG-E is scheduled for January of 2019.

Since 2012 and the Rio+20 Summit, the countries of the European region have collectively made other voluntary commitments that integrate sustainable consumption and production objectives such as the Paris Declaration (High-Level Meeting on Transport, Health and Environment, UNECE and WHO, 2014) of the signatory countries of the Pan-European Programme on Transport, Health and Environment (THE PEP)<sup>10</sup> - a commitment to develop and implement jointly a European Master Plan for Cycling Promotion.

The Pan-European Strategic Framework for Greening the Economy is the first ever strategic policy document at the level of the region that sets forth a common vision with regards to a desirable development, economically, socially and environmentally. Its adoption marks a considerable milestone in the Environment for Europe process as well as in the context of Agenda 2030 implementation.

Progress towards more sustainable consumption and production patterns and thus the success of the implementation of the Strategic Framework will, however, depend on the level of ownership the countries and the other stakeholders of the European region will demonstrate in terms of relevant commitments and implementation measures in the coming years.

### European Union’s policies relevant to sustainable consumption and production

The institutions of the European Union are among the most influential bodies for sustainable consumption and production policymaking in the region. Most of the policies in place in the European Union are legally binding laws and/or regulations whereas, other relevant policies at the sub-regional levels as well as the European Strategic Framework for Greening the Economy promote voluntary action. However, the European Union, through its imports, exerts a powerful influence on international trade, for example through environment-related standards for commodities and products, substance bans, etc. In that sense, it has a direct impact on the production processes of its commercial partners.

---

<sup>9</sup> For more information please refer to: <http://www.greengrowthknowledge.org/big-e> and <https://www.unece.org/environmental-policy/environment-for-europe/initiatives/big-e.html>

<sup>10</sup> The PEP Initiative was originally launched in 2009 with the aim to make progress towards the achievement of transport patterns that are sustainable for health and the environment across the European region. For more information please visit <https://www.unece.org/thepep/en/welcome.html>

Reporting on its SCP-relevant policies and initiatives in 2015 through the pilot survey conducted by the 10YFP Secretariat, the European Commission highlighted the revised Sustainable Development Strategy of the European Union (European Commission 2006), the Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan (European Commission 2008), as well as the Europe 2020 Strategy (European Commission 2010). Seven Flagship Initiatives under the themes of “smart, sustainable and inclusive growth” were also reported, including the Roadmap to a Resource Efficient Europe (European Commission 2011), which are in place to implement the Europe 2020 Strategy.

More recently, in November 2016, the European Commission presented its Sustainable Development Package, as the European Union’s response to the 2030 Agenda and the Sustainable Development Goals (SDGs), including a Communication from the Commission: “Next steps for a sustainable European future – European action for sustainability” (European Commission 2016b). The objective of this policy paper is to set out the plans of the European Commission to integrate the SDGs into regional level policies, including relevant priorities. In the context of SDG 12 on the promotion of sustainable consumption and production, reference is made to measures aimed at fostering resource efficiency and the circular economy.

The 7<sup>th</sup> Environmental Action Programme of the European Union commits to establishing a more coherent policy framework for sustainable consumption and production, as well as to the implementation of the 10-Year Framework of Programmes. Similarly, the European Union Action Plan for a Circular Economy is expected to be instrumental in achieving the SDGs, particularly goal 12, while the Energy Package is meant to lead the way towards a smarter and cleaner energy for all and to implement the Paris agreement. Indeed, this package is aimed at furthering a consumer-centred clean energy transition and addresses several objectives with high relevance to sustainable consumption and production, including the eco-design of products for energy efficiency, tackling energy poverty, and others. Under the Urban Agenda, Member States of the European Union have set up several partnerships addressing topics including, among others, the circular economy, housing, urban mobility and urban poverty – each with high relevance to sustainable consumption and production. Finally, the Trade Strategy of the European Union defines “Ensuring responsible management of supply chains” as one of the priority fields of implementation (European Commission 2015b).

The European Commission integrates sustainable consumption and production objectives in a wide range of policy fields, including but not limited to: energy and climate change, industry and eco-innovation, waste and the circular economy, environment protection (including air, water, soil and chemicals), rural development, fisheries. This also includes consumption categories with large environmental impacts in the European Union, namely food, housing and mobility, trade and development cooperation, social and educational policies, fiscal policies, research and development, public procurement, Corporate Social Responsibility, Small and medium-sized enterprises (SMEs), and others<sup>11</sup>.

Sustainable consumption and production has also been given more and more importance in the development and cooperation work of the European Union since 2012 and the Rio+20 Summit on sustainable development. Following the successful implementation of the first phase of the SWITCH - Asia programme (concluded in 2013), three new programmes under the EU’s Development Cooperation Instrument (DCI) have been set out by the European Commission to promote sustainable consumption and production: SWITCH-Med (launched in 2012), SWITCH-

---

<sup>11</sup> A non-exhaustive list of the main policies in terms of strategies, action plans or other framework policies that address sustainable consumption and production objectives at the level of the European Union is provided in the annex.

Africa Green (2014) and SWITCH Asia II (2017). Moreover, in 2015, the European Year for Development, two new sustainable development initiatives, which highlighted the European Union's external action and its leading role globally, were launched: the European Union's Trade for All Strategy (see above) as well as the Garment.

## The European Clothing Action Plan

The environmental and social impacts of clothing have received considerable attention among stakeholders and policymakers in the European Union in recent years: clothing has been shown to be amongst the product categories with the highest environmental impacts from the lifecycle perspective in the European Union, since the mid-2000s already.<sup>12</sup>

The **European Clothing Action Plan** was launched at the end of 2015 with the aim of fostering the adoption of circular economy approaches in the clothing sector across Europe, building on the principles and results of the Sustainable Clothing Action Plan of the United Kingdom.

The European Clothing Action Plan **addresses clothing from a life-cycle perspective, considering each stage of the production and consumption process, from design to waste recovery**. The project takes a broad stakeholder approach and engages retailers, brands, suppliers, the public sector, re-use and recycling organisations and charities across Europe who are encouraged both individually as well as collectively to

### Sustainable consumption and production objectives of the European Clothing Action Plan

- Design and specify products for longer life and closed loop production;
- Ensure that less clothing goes to incineration and landfill;
- Encourage consumers to buy less clothing and use it for longer;
- Improve innovation in resource-efficient design and service models to encourage business growth in the sector.

commit to target-based actions in relation to identified action areas, including: Design for longevity; Retailers and brands action plans; Supply chain action plans; Public procurement action; Consumers, with special emphasis on young consumers; Enhancement in the use of recycled fibre content; Increasing clothing recovery and recycling rates.

**The European Clothing Action Plan complements and builds on other policies that are highly relevant to the production of textiles and clothing in the European Union.** This includes the Circular Economy Package, which addresses the environmental impacts of clothing by promoting innovative new circular business models across Europe and defines targets for textile recovery rates as 60% by 2025 and 65% by 2030. Such policies and initiatives also include the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) legislation, which addresses the production and use of chemical substances from the perspective of their potential impacts on both human health and the environment,<sup>13</sup> the European Union's Retail Forum since 2009<sup>14</sup> and the European Union's Garment Initiative on responsible supply chain management launched in 2015 to address the social dimensions of textile and clothing production.<sup>15</sup>

<sup>12</sup> According to the results of the Environmental Impact of Products (EIPRO) study. For more details please refer to: <http://ipts.jrc.ec.europa.eu/publications/pub.cfm?id=1429>

<sup>13</sup> For more information please visit: <https://echa.europa.eu/regulations/reach/understanding-reach>

<sup>14</sup> For more information please visit [http://ec.europa.eu/environment/industry/retail/index\\_en.htm](http://ec.europa.eu/environment/industry/retail/index_en.htm)

<sup>15</sup> As of the end of 2016, the initiative was in the process of endorsement by the European Parliament.

The European Clothing Action Plan has received €3.6 million from the LIFE funding mechanism of the European Union, for a period of three and a half years (until 2019)

The European Clothing Action Plan is implemented by a consortium of five European organisations, among them non-profit organisations, business organisations and their relevant networks, as well as relevant public bodies at the national or local level in the European Union.

In addition to its broad stakeholder engagement strategy and related stakeholder engagement mechanisms inbuilt into the various project implementation activities, the project has established also an advisory group, made up of the experts of relevant industry, branding agencies, research as well as international and environmental organizations.

**The European Clothing Action Plan builds on a wide range of instruments** aimed at achieving the above-mentioned goals: stakeholder and expert workshops and consultations, pilot projects, online campaigns and printed campaign materials, the nomination of relevant goodwill ambassadors, the development of an Internet-based design platform, guidelines for public authorities and the business sector, among others.

For example, as part of the Design for longevity action area, the objective of the European Clothing Action Plan is to establish an on-line design platform targeted at designers and product developers in the fashion sector. To this end, and until the end of 2016, the project conducted a series of explorative stakeholder workshops across the European fashion sector aimed at identifying and prioritising a range of possible design actions for longevity that could be translated into learning objectives for inclusion in the platform.

The European Clothing Action Plan project has defined ambitious targets:

- Divert 90,000 tonnes of clothing waste from landfill and incineration
- Save 1.6 million tonnes of CO<sub>2</sub>e
- Make 588 million m<sup>3</sup> of water savings

Under the action area Increasing clothing recovery and recycling rates, as of the end of 2016, the European Clothing Action Plan project engaged the Member States of the European Union and their local authorities, to identify and then, in a later stage, disseminate good practices in the collection and recovery of textile waste. Pilot projects testing the selected good practices, the development of relevant implementation guidelines, as well as related dissemination events are also among the instruments the project is aiming to use under this action area.

Several key factors are expected to contribute to the success of the European Clothing Action Plan: the use of existing approaches, already tested in Europe, a wide stakeholder approach, ownership among stakeholders. (Sources: ECAP project, 2016)

### Other multilateral cooperation schemes at sub-regional level

Four multilateral cooperation schemes address sustainable consumption and production are in place at the sub-regional levels in the European region:

- The **Regional Action Plan on Sustainable Consumption and Production for the Mediterranean**, which focuses on four strategic areas including 1) food, fisheries and agriculture; 2) goods manufacturing; 3) tourism and 4) housing and construction. The Action Plan also identifies cross-cutting actions relevant to all four areas as above, such as to ensure the exchange of knowledge and information and the up-scaling of successful solutions. A comprehensive Roadmap for Implementation is an integral part of the Action Plan. It details

altogether 51 relevant actions and measures, under the four consumption and production areas listed above.

- The **Nordic Strategy for Sustainable Development** – ‘A Good Life in a Sustainable Nordic Region’ states that: “*Nordic countries need to reduce the environmental, social and health problems that are associated with unsustainable consumption and production of goods and services.*” The Strategy endorses sustainable consumption and production as a main objective, and identify multiple policy instruments to achieve the shift, including legislation, economic instruments, information and education-based instruments, infrastructural development, public procurement, green technical norms and standards, or the further development of the Nordic Ecolabel (‘the Swan’).
- Two other schemes are programme-based instruments under external funding to promote cooperation in the promotion of the Green Economy, including the shift to sustainable consumption and production patterns: the **Greening Economies in the European Union's Eastern Neighbourhood (EaP GREEN) Programme**, under the Eastern Partnership (EaP), as well as the **GREEN (GReen Economy and ENvironment) Action Programme** (see further details in the annex of the report).

#### International cooperation initiatives on SCP engaging European countries

Several European countries play a leading role in the implementation of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP). Five of the six programmes established are co-led by a European country.

Table 1: Programmes that are under the leadership of European countries	
Country	Programmes (year of launching)
Finland (lead)	Sustainable Buildings and Construction Programme (2015)
France (co-lead)	Sustainable <b>Tourism</b> Programme (2014)
Germany (co-lead)	Consumer Information Programme (2015)
Sweden (co-lead)	Sustainable Lifestyles and Education Programme (2014)
Switzerland (lead)	Sustainable Food Systems Programme (2015)

Source: UN-Environment, 2016

Since 2012 and the Rio+20 Summit, several European countries have launched other partnerships that are of high relevance to sustainable consumption and production, for example: the **Amsterdam Declaration in Support of a Fully Sustainable Palm Oil Supply Chain by 2020** and the **German Partnership for Sustainable Mobility (GPSM)**.

Finally, in the context of the 10-Year Framework of Programmes on Sustainable Consumption and Production, meetings were also held in three sub-regions engaging the countries of the great Europe, with the objective of actively engaging the National Focal Points nominated to represent their government and other key stakeholders.

Table 2: Meeting series at the sub-regional levels in the context of the 10-Year Framework of Programmes on Sustainable Consumption and Production	
Sub-region	Meetings
<b>Western Europe and Others Group (WEOG) sub-region<sup>16</sup></b>	Paris meeting (France), in July 2013 (participants: National Focal Points); Rome meeting (Italy), in December 2014 (participants: National Focal Points and Stakeholder Focal Points);
<b>Eastern Europe sub-region<sup>17</sup></b>	Geneva meeting (Switzerland), in October 2014 (participants: National Focal Points, other country representatives, as well as other stakeholders); Bucharest meeting (Romania), in February 2016 (participants: National Focal Points, other country representatives, as well as other stakeholders);
<b>Central Asia sub-region<sup>18</sup></b>	Almaty meeting (Kazakhstan), in November 2015 (participants: National Focal Point and other country representatives, as well as other stakeholders)

<sup>16</sup> The Western Europe and Other Groups cover the Member States of the European Union in Western Europe (Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, Sweden and the United Kingdom), the countries of the European Free Trade Association (Iceland, Liechtenstein, Norway and Switzerland), as well as Israel and Turkey, Australia, Canada and New Zealand, finally, as an observer, the United States of America

<sup>17</sup>Note: in the context of this meeting series, the new Member States of the European Union are participants of the meetings of the Eastern Europe sub-region.

<sup>18</sup> *Id.*

## Laying the foundations for a policy baseline in Europe

18 countries from the European region, plus the European Commission, participated in the pilot survey on national policies and initiatives on sustainable consumption and production, conducted by UN Environment serving as the 10YFP Secretariat in 2015.<sup>19</sup> Although Europe was the most participative region, sub-regions were unevenly represented in this group: 52% of the Western and Central European countries participated in the survey, but only 9% of the countries from South-Eastern Europe, Eastern Europe, Caucasus and Central Asia combined. In addition, the amount of information and level of details provided by each country varied significantly.

**Table 3: European countries' participation in the 2015 pilot survey**

Sub-regions		Countries of the different sub-regions
Sub-region	Member States of the European Union and the countries of the European Free Trade Association (EFTA)	<b>Austria, Belgium, Bulgaria, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece<sup>^</sup>, Hungary, Iceland<sup>^</sup>, Ireland, Italy, Latvia, Liechtenstein<sup>^</sup>, Lithuania, Luxembourg<sup>^</sup>, Malta, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Slovakia, Slovenia, Sweden, Switzerland &amp; the United Kingdom</b>
	Other WCE countries	Andorra, Monaco <sup>^</sup> & San Marino <sup>^</sup>
The SEE sub-	Western Balkans	Albania, Bosnia and Herzegovina <sup>^</sup> , FYR Macedonia <sup>^</sup> , Kosovo* <sup>^</sup> , Montenegro & the Republic of Serbia
	Other SEE countries	Israel and <b>Turkey</b>
The EECCA sub-	Eastern Europe and the Caucasus	Armenia <sup>^</sup> , Azerbaijan, Belarus <sup>^</sup> , Georgia, Moldova and Ukraine <sup>^</sup>  The Russian Federation
	Central Asia	<b>Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan<sup>^</sup>, &amp; Uzbekistan</b>

**Bold:** countries that responded to the 2015 pilot survey;

*Italics:* EFTA countries;

\* References to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999);

<sup>^</sup> Countries without National Focal Points to the 10YFP;

Note: the European Commission also participated in the survey

<sup>19</sup> The results of the survey with regards to feedback from the European Commission and policies in place at the level of the European Union are outlined under the Regional framework and network chapter

## Enabling conditions for change: the policy landscape for sustainable consumption and production in Europe

---

Several sources of information, including the 2015 pilot survey conducted by the 10YFP Secretariat and ongoing monitoring of overarching policy frameworks addressing sustainable consumption and production<sup>20</sup> show that at least four scenarios are being adopted by countries:

In Europe, Sustainable Consumption and Production objectives are most often mainstreamed into overarching policies dedicated to sustainability, namely national sustainable development and/or green economy / growth strategies.

- 1) **A national strategy or action plan dedicated to sustainable consumption and production** specifically (or sustainable consumption) specifically;
- 2) **A national strategy for sustainable development** addressing sustainable consumption and production as one of the main topics, either explicitly or implicitly;
- 3) **A national strategy or action plan for green economy, green growth, resource efficiency, or circular economy** addressing sustainable consumption and production as one of the main topics, either explicitly or implicitly;
- 4) **Other national strategic policy documents** that define objectives relevant to sustainable consumption and production without explicitly mentioning it as a main topic.

In Europe, only a few countries have adopted a national policy specifically focused on sustainable consumption and production. However, many more have adopted a national policy focused on sister concepts such as green economy / growth, resource efficiency or, less frequently, circular economy. In addition, many countries have integrated objectives relevant to sustainable consumption and production in their national strategy for sustainable development. The reference to sustainable consumption and production is not necessarily explicit, given that terminologies may vary, but the objectives are clearly aligned. Not mentioning sustainable consumption and production objectives explicitly does not mean a country is not making progress though: for instance, Sweden has addressed this issue rather implicitly, while being among the most engaged countries to operate the shift (see country success story below).

Furthermore, several countries have adopted several of the four approaches mentioned above, as complementary: for instance, national strategies on green growth, resource efficiency (focused on waste) and circular economy have been adopted in the **Netherlands**.

**Germany** has integrated sustainable consumption and production as a key objective of its national sustainable development strategy, but has also adopted a resource efficiency programme and a national strategy for sustainable consumption.

As an example, **Belgium** adopted a National Sustainable Development Strategy at the federal level in 2013 that addresses sustainable consumption as a major topic and objective in terms of implementation measures. Other strategies, with primarily focus on resource efficiency or

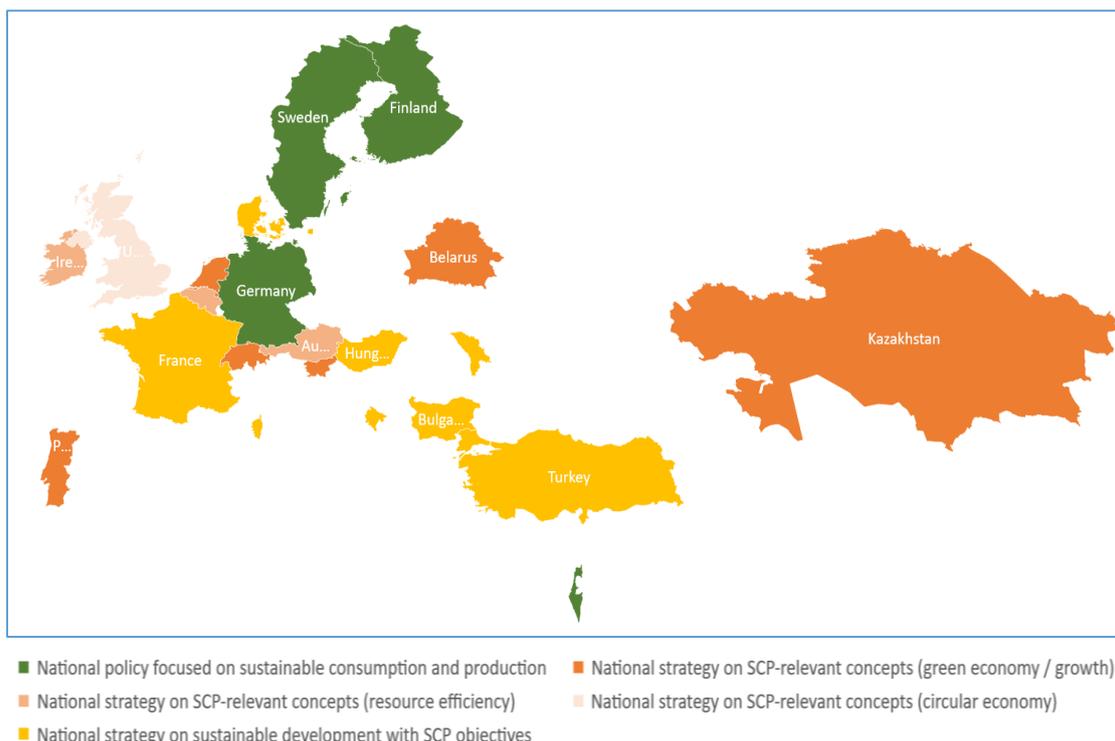
---

<sup>20</sup> Including an inventory of National Action Plans and other overarching policy frameworks developed by the Secretariat of the 10-Year Framework of Programmes and non-exhaustive desktop research on the strategies and action plans adopted since 2012As of December 2016. Information on national strategies, action plans etc. that address SCP is collected on a regular basis by the 10YFP Secretariat and summarized in an Inventory of SCP National Action Plans.

circular economy at the sub-national levels (Brussels, Flanders and Wallonia sub-regions), are also contributing to supporting the shift.

**Finland** updated its national programme dedicated to sustainable consumption and production in 2013 and, simultaneously, identified relevant objectives in its National Sustainable Development Strategy updated in 2014, as well as in its Roadmap to Circular Economy adopted in 2016.

**Figure 1: Sustainable consumption and production in national policy frameworks**



Although at various degrees, most of the relevant strategies that have been adopted tend to follow an integrated-systemic approach

**National strategies or action plans dedicated to sustainable consumption and production** (or sustainable consumption) often reflect an integrated-systematic approach, i.e. a broader set of issues and challenges are considered, with a view to create synergies. However, only few countries from the European region have launched such a strategy or action plan since the Rio+20 Summit. Out of four identified below, three have a very **strong focus on consumption and lifestyles**.

Table 4: Examples of National strategies or action plans dedicated to sustainable consumption and production (or sustainable consumption)	
Finland	More from less – wisely (2013) <sup>1)</sup>
Germany	National Programme for Sustainable Consumption (2016)
Israel	SCP Roadmap for Israel 2015-2020 <sup>2)</sup> (2015)
Sweden	Strategy for Sustainable Consumption (2016)

<sup>1)</sup> Reported under the 2015 pilot survey conducted by the 10YFP Secretariat

<sup>2)</sup> The development of this policy was supported by the SWITCH Med Programme (<https://www.switchmed.eu/fr>)

Sources: 10YFP Secretariat 2015 pilot survey and monitoring

**Finland’s revised national sustainable consumption and production programme**, launched in 2013, aims to inform people about new ways of reducing everyday life environmental impacts, with a focus on three key areas: food, housing and transport. **The National Programme for Sustainable Consumption of Germany** outlines relevant action in six implementation areas, among them food consumption; housing and household; mobility; clothing; work and office; free time and tourism. Key elements of the **Swedish Strategy for Sustainable Consumption** are highlighted in the country success story presented in this report.

**Israel’s Sustainable Consumption and Production Roadmap outlines relevant implementation measures for both sustainable production** (e.g. the promotion of best practices among Small and Medium Enterprises, Sustainable Development Strategies in state owned enterprises) and **sustainable consumption** (e.g. green public procurement, lifestyles). It also addressed cross-cutting themes such as sustainable materials management or urban development.

Many **national strategies or action plans for green economy, green growth, resource efficiency, or circular economy**, addressing sustainable consumption and production as one of the main topics, have been identified in the region, several them launched or revised recently. For instance, **in its National Green Economy Action Plan, Belarus focuses on three SDGs, including SDG12**, but also SDG7 on affordable, reliable, sustainable and modern energy for all, and SDG13 on action to combat climate change and its impacts. On the other hand, **Portugal, in its Green Growth Commitment adopted before 2015, defines sustainable consumption and production as a crosscutting topic**, with a strong focus on resource efficiency. Green Taxation Reform to *“encourage more sustainable patterns of production and consumption, strengthening the freedom and responsibility of citizens and businesses”* is identified as one of the key measures foreseen to enable the shift.

**Table 5: Examples of national strategies or action plans for green economy, green growth, resource efficiency, or circular economy, addressing sustainable consumption and production as one of the main topics, explicitly or implicitly**

Strategies focused on green economy/green growth <sup>21</sup>	
<b>Belarus</b>	National Green Economy Action Plan 2016-2020 (2016) <sup>2)</sup>
<b>Israel</b>	National Green Growth Plan (2012)
<b>Kazakhstan</b>	Concept for transition of the Republic of Kazakhstan to Green Economy, 2013 <sup>1)</sup>
<b>Netherlands</b>	Green Growth: For a Strong, Sustainable Economy (2013) <sup>1)</sup>
<b>Portugal</b>	Green Growth Commitment (2014) <sup>2)</sup>

<sup>21</sup> In addition, there have been also relevant scoping studies and country assessments carried out, all of them in cooperation with the governments of the country, as follows: Azerbaijan (*Green Economy Scoping Study* 2012); Denmark (*Potential for Denmark as a Circular Economy* 2015); FYR Macedonia (*Green Growth Country Assessment*, 2014); Moldova (*Green Economy Scoping Study*, 2015); Romania (*Green Growth Country Assessment*, 2016) and Serbia (*Green Economy Scoping Study*, 2013)

<b>Slovenia</b>	Framework Programme for Transition to a Green Economy, 2015)
<b>Switzerland</b>	Green Economy Action Plan (2013) <sup>1)</sup> & (update 2016) <sup>2)</sup>
<b>Strategies focused on resource efficiency</b>	
<b>Austria</b>	RESET 2020 Resources. Efficiency. Technologies Initiative (2015) <sup>1) 2)</sup>
<b>Austria</b>	Austrian Resource Efficiency Action Plan (REAP) (2012) <sup>1)</sup>
<b>Belgium</b>	Flanders' Materials Programme (Flemish Region, 2012) <sup>1)</sup>
<b>Germany</b>	German Resource Efficiency Programme II (2016) <sup>2)</sup>
<b>Ireland</b>	Towards a Resource Efficient Ireland' 2014-2020 strategy (2014)
<b>Netherlands</b>	From Waste to Resources (2014) <sup>1)</sup>
<b>UK</b>	Resource Security Action Plan (2012) <sup>1)</sup>
<b>Strategies focused on circular economy</b>	
<b>Belgium</b>	Plan Marshall 4.0 (Wallonia Region, 2015) <sup>1)</sup> Regional Plan for Circular Economy (Brussels Capital Region, 2015) <sup>1)</sup>
<b>Finland</b>	Leading the cycle: Finnish road map to a circular economy 2016 –2025 <sup>CE</sup> , 2016);
<b>Netherlands</b>	A Circular Economy in the Netherlands by 2050 (2016)
<b>United Kingdom</b>	A Circular Economy Strategy for Scotland (2015) <sup>1)</sup>

<sup>1)</sup> Reported under the 2015 pilot survey conducted by the 10YFP Secretariat

<sup>2)</sup> Sustainable consumption and production is an explicit objective

Sources: 10YFP Secretariat 2015 pilot survey and monitoring

**National strategies for sustainable development** addressing sustainable consumption and production as one of the main topics also tend to reflect integrated-systematic approaches, similarly to specific national policies. Following the adoption of the 2030 Agenda, a few countries have revised or launched a new National Sustainable Development Strategy, aligned with this Agenda and the SDGs, including SDG 12 on sustainable consumption and production.

<b>Table 6: Examples of national strategies for sustainable development addressing sustainable consumption and production as one of the main topics, explicitly or implicitly</b>	
<b>Belgium</b>	Federal Strategic Vision for Sustainable Development for the Long-term until 2050 (2013) <sup>1) 2)</sup>
<b>Bulgaria</b>	National Development Programme: Bulgaria 2020 (2013) <sup>1)</sup>
<b>Denmark</b>	Danish National Strategy for Sustainable Development (2014) <sup>1)</sup>
<b>Finland</b>	The Finland we want by 2050 — Society's Commitment to Sustainable Development, 2014 <sup>1)</sup>
<b>France</b>	National Strategy for an Ecological Transition towards Sustainable Development 2015-2020 (2015) <sup>1) 2)</sup>

<b>Germany</b>	German Sustainability Strategy, new edition (2016) <sup>2)2)</sup>
<b>Hungary</b>	National Sustainable Development Framework Strategy 2012-2024 (2013) <sup>1)</sup>
<b>Kazakhstan</b>	Kazakhstan-2050 Strategy (2012) <sup>1)</sup>
<b>Moldova</b>	Moldova 2020 National Development Strategy: 7 Solutions for Economic Growth and Poverty Reduction (2013)
<b>Montenegro</b>	National Sustainable Development Strategy of Montenegro in response to the 2030 Agenda (2016) <sup>2) 2)</sup>
<b>Switzerland</b>	Sustainable Development Strategy 2016-2019 (2016) <sup>2)</sup>
<b>Turkey</b>	The Tenth Development Plan 2014-18 (2014) <sup>1)</sup>

<sup>1)</sup> Reported under the 2015 pilot survey conducted by the 10YFP Secretariat

<sup>2)</sup> Sustainable consumption and production is an explicit objective

Sources: 10YFP Secretariat 2015 pilot survey and monitoring

The case of Switzerland illustrates the alignment approach: the **Swiss National Sustainable Development Strategy 2016-2019 aligns the 17 Sustainable Development Goals (SDGs) under nine priority action-areas for implementation**. In this context, it addresses sustainable consumption and production (SDG12) explicitly and as a priority area of implementation, highlighting its key challenges: *“The environmental impact of consumption in Switzerland exceeds the level that the natural environment may sustain. In addition to their environmental impacts, patterns of production and consumption exert significant influence on working conditions around the world as well, with relevance to human rights, fair competition, consideration for consumers’ interests, and on the fight against corruption.”*

**The Swiss National Sustainable Development Strategy 2016-2019 has set four ambitious goals with medium-term (2019) and long-term (2030) objectives**

- *Wherever they operate, companies fulfil their social responsibility in Switzerland and abroad;*
- *Companies achieve maximum resource-efficiency by optimising the design of their production processes and products;*
- *The economic and technical potential for closing materials cycles is used;*
- *Consumers have the information they need to make their purchasing decisions based on quality, safety and health considerations, considering environmental and social impacts.*

Other national strategic **and overarching policies that address sustainable consumption and production, including implicitly, are numerous in Europe**. This is particularly true for sectoral policies, especially when they focus on the **energy sector and climate change, waste management**, or high impact consumption sectors such as **food, housing and mobility**. However, the systemic approach, which looks at both the production and consumption sides as well as at their independence, is not yet spread. Such national policies tend to focus on efficiency and production-side interventions, even though objectives and measures to address consumption patterns - e.g. provision of relevant information to consumers and awareness raising – are frequently included. Sustainable consumption and production objectives can easily be found in national strategies or policies focused on climate change – it is the case of **Poland** for instance, with its National Programme for the Development of Low-Emission Economy (2016), which aims

to “support improvement of energy- and resource-efficiency, waste prevention and better waste management (as well as) to promote new consumption patterns.” Another example is the Energy and Climate Awareness-Raising Action Plan (2015) of **Hungary**, which aims at promoting “new social and economic structures according to the principles of resource efficiency and low carbon-intensity.” Finally, countries may incorporate sustainable consumption and production objectives into their fiscal policy, although this is not yet common practice. In that sense, **Italy’s** Environmental Annex to the Financial-Stability Law under the name of “Measures for green economy and resource efficiency” (2016) can be considered as a strategic and innovative tool to support the shift.

## Country Success Story

### Sweden

**A snapshot of governmental policies supporting the shift to sustainable consumption and production**

#### *Sustainable consumption and production in the national policy landscape*

Sweden’s economic model and society is often described as **the “Nordic model”, in which social welfare and an inclusive and equitable society form the core objectives of public policies.**<sup>22</sup>

Despite recent challenges, Sweden remains in a leading position within Europe, as well as globally, in terms of social progress. According to the Inequality-adjusted Human Development Index (IHDI), Sweden is among the countries with “very high human development” and relatively low levels of social inequality.<sup>23</sup>

This however comes with relatively high ecological impacts per individual, looking at the consumption perspective: according to the Ecological Footprint per capita indicator, **three to four planets would be necessary to sustain lifestyles if everyone was to live under the same conditions as the Swedish population.**<sup>24</sup> **In the meantime, Sweden has always been in the forefront of environmental policymaking**, both internationally and domestically. The country hosted the United Nations Conference on the Human Environment held in June 1972 in Stockholm. Sweden is also one of the forerunning Member States in the European Union that have introduced a range of environmental taxes addressing the energy and transport sectors, as early as in the beginning of the 1990’s. One of the most pressing issue for the government, as for many other countries, is climate change. Sweden’s ambition is to become **a leading country with regards to the implementation of the Paris Agreement and to become one of the first fossil-free countries in the world.** The transition to a circular economy is expected to reduce consumption impacts on the climate and the environment, help increase resource efficiency, develop new business opportunities, create jobs and improve people’s health.

---

<sup>22</sup> The Nordic countries are Denmark, Finland, Iceland, Norway and Sweden

<sup>23</sup> According to the United Nations Development Programme (UNDP), the Inequality-adjusted Human Development Index “combines a country’s average achievements in health, education and income with how those achievements are distributed among country’s population” See also: [IHDI methodology](#)

<sup>24</sup> In simplified terms and according to the Global Footprint Network (GFN), the Ecological Footprint of a country is a proxy measure of how fast the population of a country collectively consume the Earth’s resources compared to the rate nature can absorb the resulting waste and residues, while at the same time it is able to generate new resources. See also: [Ecological Footprint methodology](#)

In the context of the 2030 Agenda for Sustainable Development, Sweden's ambition is to become a leader in the implementation of the Sustainable Development Goals, including goal 12 on sustainable consumption and production patterns, and its first target on the implementation of the 10-Year Framework of Programmes. As part of its contribution, the country adopted a Strategy for Sustainable Consumption in 2016 (see details below). **Attention has been given to advancing sustainable consumption and production since 1992 and the Rio Earth Summit, through a broad range of national policies addressing multiple relevant issues such as waste, energy, chemicals, food, housing, transport and urban planning.** Sweden also puts emphasis on implementation measures at the regional and local levels. Moreover, several institutional and stakeholder coordination mechanisms are in place to ensure policy coordination and policy coherence.

It should be noted that measures and initiatives that address sustainable consumption and production objectives in Sweden and at the same time relevant policies in place at the level of the European Union mutually influence and reinforce each other. In this context, **Sweden frequently goes beyond the relevant requirements defined at the level of the European Union, and often takes the lead in European policy developments.** Examples of policy areas in which Sweden has been actively engaged include green/sustainable public procurement, the energy performance of buildings, chemicals policy, among others.

Because of its relatively large ecological footprint, transitioning towards sustainable and equitable levels of domestic consumption and subsequent resource use remains a major challenge for Sweden. The **Generational Goal, in the context of its Environmental Objectives System, reflects Sweden's vision and calls for an ambitious environmental policy – in Sweden, within the European Union and at the international level.**

#### **A systemic approach to environmental policymaking**

Sweden introduced its Environmental Code in 1999, a modernised, broadened and more stringent legislation framework aimed at promoting not only environmental protection, but also “sustainable development which will assure a healthy and sound environment for present and future generations”. The country also developed its Environmental Objectives System in the early 2000s, identifying clear objectives and targets, as well as tools to monitor progress.

According to a range of well-established performance indexes (e.g. Environmental Performance Index, Climate Change Performance Index or Global Green Economy Index), Sweden is among the best performing nations within Europe and in the world.<sup>25</sup> Indicators that demonstrate Sweden's achievements include, for example, the share of organic area in agricultural land (above 15%), the recycling rates of municipal waste (over 50 %) or the share of renewable energies in final energy consumption (over 50 %).<sup>26</sup> Such indicators, however, tend to reflect

---

<sup>25</sup> The Environmental Performance Index (EPI) is a method of quantifying and numerically marking the environmental performance of a state's policies. See also: <http://epi.yale.edu>

Based on standardised criteria, the Climate Change Performance Index evaluates and compares the climate protection performance of 58 countries that are, together, responsible for more than 90 per cent of global energy-related CO<sub>2</sub> emission. See also: <https://germanwatch.org/en/ccpi>

The Global Green Economy Index is defined by 32 underlying indicators and datasets, each contained within one of the four main dimensions of leadership & climate change, efficiency sectors, markets & investment and the environment. See also: <http://dualcitizeninc.com/global-green-economy-index/>

<sup>26</sup> European Environment Agency, 2015: Agriculture — organic farming <http://www.eea.europa.eu/soer-2015/countries-comparison/agriculture>

European Environment Agency, 2013: Recycling rates in Europe, <http://www.eea.europa.eu/about-us/competitions/waste-smart-competition/recycling-rates-in-europe/view>

the environmental performance of the production system at domestic level, taking into account technological progress. Major challenges still need to be addressed on the consumption side and with regards to the environmental impacts of imports.

This is reflected also in the fact that although the introduction of the Environmental Objectives System has resulted in remarkable improvements in terms of the state of the environment in

### The Environmental Objectives System of Sweden

The Environmental Objectives System is a unique, long-term strategic framework for planning and managing environmental improvements in Sweden. The objective is *“to hand over to the next generation a society in which the major environmental problems in Sweden have been solved, without increasing environmental and health problems outside Sweden’s borders.”*

16 Environmental Quality Objectives and 24 Milestone Targets have been identified, all to be achieved by 2020 (2050 in the case of the climate objective). Guided by this systemic framework, a range of policy instruments and measures to improve the state of the environment have been introduced in the country, at various levels.

The implementation of the Environmental Objectives System is the responsibility of a wide-range of governmental agencies, including the regional and local authorities but also engages stakeholders, including the business sector to relate. Furthermore, the system is subject to an evaluation process on a regular basis, with annual reports to the central government, as well as an in-depth evaluation once every parliamentary term.

the domestic context, many of the Environmental Quality Objectives are likely not to be met by 2020.

In 2015, an in-depth evaluation highlighted three areas for improvement: the sustainable business sector, sustainable consumption patterns and sustainable urban planning. A synthesis report – *“Transition to sustainable consumption patterns - Synthesis within the framework of the in-depth evaluation of the environmental objectives 2015”* - was published.<sup>27</sup> Among other recommendations, it suggested the establishment of a national stakeholder forum, to promote sustainable consumption and production patterns.

### The Swedish Strategy for Sustainable Consumption

The Strategy for Sustainable Consumption is a new national policy at the overarching level formulated by the Swedish Government with the aim of creating an enabling framework for environmentally, socially and economically sustainable consumption. Besides the relevant role of the central Government, the Strategy foresees strong cooperation with and among municipalities, the business sector and civil society. The Ministry of Finance presented the Strategy on behalf of the government, in October 2016. Planned policy measures are presented under seven areas, for example:

**The promotion of the repair, reuse and sharing economy<sup>28</sup>:** the objective is a reduction in the rates of value-added tax (VAT) from 25 per cent to 12 per cent for the repair of bicycles, shoes, leather goods, clothing and household linen. Further potential policy instruments *“to promote a circular economy, including making it easier to reuse goods through, for example, trade in used*

---

EUROSTAT - Statistics Explained, 2016, Renewable energy statistics, [http://ec.europa.eu/eurostat/statistics-explained/index.php/Renewable\\_energy\\_statistics](http://ec.europa.eu/eurostat/statistics-explained/index.php/Renewable_energy_statistics)

<sup>27</sup> Available in Swedish, with English summary at <https://www.miljomal.se/Publikationer-och-bilder/Rapporter/Malansvariga-myndigheter/2015/> (Rapport 6663)

<sup>28</sup> Several of the “Focus areas” of the Strategy address relevant objectives

goods, and repairing and upgrading goods” are currently under consideration. There is an on-going process to analyse the relevant legal framework and to identify potential measures by the Government with regards to the promotion of the sharing economy.

**Sustainable transport** measures to encourage individuals “to travel by public transport, bicycle or foot”. Investments are on-going to improve public transport in rural areas, and to promote cycling. A “bonus-malus” scheme for light vehicles is under consideration: this would grant buyers of vehicles with low carbon dioxide emissions with a premium (bonus) and buyers of vehicles with high carbon dioxide emissions with a fee (malus). Concerning air travel, it is currently under consideration that airlines in Sweden should pay a tax of between 80 and 430 Swedish crowns per passenger and flight to compensate for the lack of other policies addressing the emissions from flights.

#### *The governance and coordination of national policies with relevance to sustainable consumption and production*

There is a wide range of stakeholder participation and policy cooperation mechanisms in place that support the development and implementation of policies towards more sustainable consumption and production in Sweden. Four illustrative examples are highlighted below.

**The National multi-stakeholder group that supports and guides the implementation of the 10-Year Framework of Programmes in Sweden:** established in 2014 and chaired by Swedish Environmental Protection Agency (SWEPA) as National Focal Point, this multi-stakeholder group integrates representatives from the business, academia, the civil society sectors, as well as local authorities, trade unions, representatives of culture and youth.

**The inter-ministerial working group on sustainable consumption and production and resource efficiency:** the objective of this working group is policy coordination among relevant ministries at the operational level; it is chaired by Ministry of the Environment and Energy.

**The Environmental Objective Council:** established in 2015, it serves as platform for the heads of government agencies that are strategically important to achieving the environmental objectives (e.g. the Environmental Protection Agency, the Chemical Agency, etc.).

**The National Forum on Environmentally Smart Consumption!** in the framework of the Strategy for Sustainable Consumption, the Swedish Consumer Agency established this forum in early 2017 with the objective to stimulate knowledge sharing between public national and regional authorities, representatives from business associations, academia, municipalities, counties and civil society<sup>29</sup>.

#### *Sweden’s initiatives for international cooperation on sustainable consumption and production*

In 2003, the Swedish Parliament adopted a Policy for Global Development (PGD) – an innovative strategy focusing on the impacts of domestic policies on developing countries. In the context of the 2030 Agenda, the Policy for Global Development framework was updated in May 2016 to become the “Policy for Global Development in the Implementation of Agenda 2030 “. In the light of the Generational Goal, sustainable consumption and production was selected as one of the key focus areas of this new framework. Identified areas include promoting the circular economy, enhancing chemicals control, green public procurement and capacity building in developing countries with large production sectors and the implementation of the 10-Year Framework of Programmes.

---

<sup>29</sup> In the Budget Bill for 2017, the Government has proposed an investment of SEK 43 million up to 2020, and thereafter SEK 9 million per year for the Agency’s work on environmentally sustainable consumption.

The [10YFP Programme on Sustainable Lifestyles and Education](#) co-led by the Government of Sweden (next to the Ministry of Environment of Japan) aims to foster the uptake of sustainable lifestyles as the common norm. The overall objective of the Programme is to highlight the positive contribution what sustainable lifestyles may bring in the context of global challenges, such as resource efficiency and biodiversity conservation, climate change mitigation and adaptation, poverty eradication and social well-being. The programme puts emphasis on participatory and bottom-up approaches, giving attention to grass-root and community level initiatives, traditional knowledge and practices, as well as to the engagement of key population groups such as women and young people.

The project [Policy-Relevant Indicators for National Consumption and Environment \(PRINCE\)](#) is designed to support the *Generational goal* and aimed at developing a framework for monitoring the global environmental impacts associated with goods and services consumed in Sweden. Environmental pressures and impacts in the focus include agriculture and other land-based production, chemicals and the use of resources (such as e.g. metals, timber, energy etc.). Participating countries by the end of 2016 include Barbados, Brazil, Burkina Faso, provinces in China, Ghana, Kyrgyzstan, Mauritius, Mongolia, Peru, Senegal and South Africa.

## Seizing on-going efforts: taking stock of existing policy instruments

147 policies were reported from 18 countries and the European Union through the 2015 pilot survey – the biggest set of policy data, by far, compared to other

The 2015 pilot survey identified the sectoral policy areas that address sustainable consumption and production objectives most often, which included **energy** (14 responses), **food and agriculture** (12 responses), **environmental protection and conservation** (12 responses), **industrial and economic development** (11 responses), **buildings and**

**construction** (10 responses), **public procurement** (10 responses) and **urban planning and development** (8 responses). In comparison with other regions, the characteristics of the European countries indicate that there may be slightly stronger emphasis on high impact consumption domains such as food, building, and urban planning.

The types of the reported policies varied greatly, reflecting the broader areas that need to address sustainable consumption and production. Half of the policies had a specific sectoral focus, while about 34% of them were identified as having cross-cutting objectives (e.g. green jobs, industry, education, public procurement, eco-labelling). Some countries also reported overarching strategies and plans such as national strategies and action plans (16%).

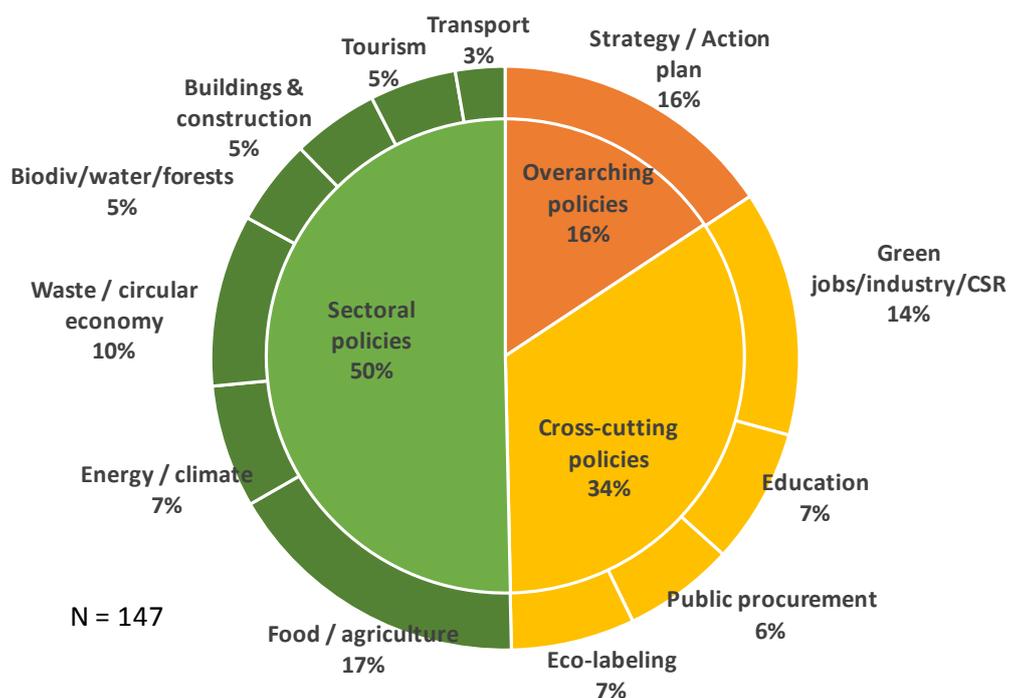


Figure 2: Types of Reported Policies and Initiatives

Lifestyles and consumption appear to be among the emerging policy areas in the European region, with a focus on the public and consumers.

Conventionally, there have been many initiatives for **mainstreaming environmental sustainability in formal education** – focusing on students and children. Reported policies in this area were mostly launched in the 1990s and 2000s, such as the **Eco-schools Programme (UK, Hungary)** or the **Green Kindergarten and Forest Schools (Hungary)**.

On the other hand, policies focusing on **behavioural change** are emerging. Such policies are reported by **Sweden, Switzerland, Poland, and Hungary** and those have been launched quite recently (mostly in 2013 to 2015), reflecting new approaches. For example, the **“Consumer Behaviour” initiative in Switzerland**, launched in 2013, aimed at increasing ecological consumption by providing information to consumers, supporting resource efficient consumption choices, and fostering behavioural change. The Consumer Protection Authority in **Hungary ran the “Campaign for increasing environmental awareness”**, launched in 2015, with the aim of promoting environmentally-friendly purchasing behaviour and everyday life decisions, through exhibitions in 39 cities in the country. Many reported sectoral policies were also focused on areas that have high environmental impacts from a lifestyles perspective, including **food (agriculture), housing (building and construction), and mobility (transport and urban planning)**.

**Food and agriculture** is the sector most frequently associated with the policies reported through the 2015 pilot survey. Examples include the promotion of **organic farming (Bulgaria, Poland, Croatia), food supply chains and local and traditional products (Hungary, Poland), maintaining cultural landscape (Norway), sustainable procurement in public food aid (Belgium), sustainable dietary habit (Sweden), and reducing food loss (Norway, Belgium)**. Although the reported policies represent a broad range of policy instruments, those focused on production and the supply chain tended to be more frequently reported by Eastern and Southern European countries, while those focused on food consumption and loss were mainly reported by Western European countries. For example, Sweden’s initiative for **Consumer Information - Advice on how you can eat sustainably – to the benefit of both your health and the environment”**, launched in 2015, provides advice and tips on sustainable food consumption: e.g. enjoy more vegetables, right amount of food with varied diet for both health and environment. This is a unique policy with a straight focus on consumption and eating habits connecting the issue of sustainable consumption and production with health benefits. As an example of production and supply chain initiative, **Hungary’s integrated approach to food supply chain “Short Food Supply Chain Program”** is highlighted in a policy case study below.

## Hungary

### Promoting Short Food Supply Chains

#### *Background and objectives*

Short Food Supply Chains refer to models of food consumption and production where farmers sell their products directly to consumers, or involving only a limited number of intermediaries in the supply chain. Moreover, the participating producers and consumers in this model of food consumption usually share common values and goals about local economic development and thus they develop close(er) social relationship.

In practice, Short Food Supply Chains are in place in various forms, including, inter alia, direct sales from the farm, farmers' markets, next-to-road points of sales, direct internet-based sales, and they typically take place in the rural-urban nexus. Producers are mostly small or medium-sized family farms, licensed individual farmers and producers, as well as producers' cooperatives.

Alternative food movements and civil society organizations were the main actors bringing the value and importance of Short Food Supply Chains to the public's attention. Consequently, food system models have gained some policy support in various countries across Europe since the early 2000s, for example in France and Italy.

Concerning the volumes of food produced by small-scale family farms worldwide, as well as the role it plays in sustainable agriculture, the Food and Agriculture Organization (FAO) acknowledged and highlighted the importance of small-scale, local farming by declaring the year 2014 the "International Year of Family Farming".<sup>30</sup>

#### *Policy support to Short Food Supply Chains at the level of the European Union*

In the last few years, the importance and the potential of Short Food Supply Chains have been recognised in relevant policies at the European Union level. The revised Common Agricultural Policy of the European Union (agreed in 2013) commits to enhanced support to ecological forms of agriculture in general and to the promotion of Short Food Supply Chains in particular. Moreover, the Rural Development Policy of the European Union for the implementation period 2014-2020 puts special emphasis on the promotion of Short Food Supply Chains, establishing a dedicated thematic sub-program for this purpose.<sup>31</sup>

Earmarked funding for the promotion of Short Food Supply Chains is provided from the relevant agricultural funds of the European Union, particularly from the European Agricultural Fund for Rural Development. However, it lies within the competence of the individual Member States to decide if (or to what extent) they use the relevant funds for the promotion of Short Food Supply Chains.

#### *Short Food Supply Chains in the Hungarian context*

Short Food Supply Chains, in their modern forms, have gained considerable ground in Hungary over the last few years. This new momentum is strongly supported by national traditions: small-scale farmers' sections at local food markets have always been essential and popular in Hungary, despite the turbulent times the relevant sector has often gone through, due to a changing political environment.

#### *Policy support and relevant institutional mechanisms*

The objective of the Rural Development Program of Hungary for the period 2014 – 2020 is to define the priorities of the country in the field of rural development, including the allocation of

The expected benefits of Short Food Supply Chains include their contribution to a new, value-oriented food culture, that brings producers and consumers into closer cooperation towards sustainable food consumption.

Furthermore, they are expected to contribute to the creation/retention of quality jobs in rural areas, of a new urban milieu based on principles of sustainable development, as well as to improved food governance and improved food security in general.

<sup>30</sup> For more details please visit: <http://www.fao.org/resources/infographics/infographics-details/en/c/270462/>

<sup>31</sup> Other areas in the focus with dedicated thematic sub-programmes include: Young farmers, Small farms, Mountain areas, Women in rural areas and Climate change and biodiversity

associated funding provided by the European Union. The Program puts emphasis on implementation measures aimed at restoring, preserving and enhancing ecosystems, the promotion of social inclusion, poverty reduction and economic development in rural areas, as well as to the promotion of food chain organizations and risk management in agriculture. Among other measures, the Program establishes a thematic sub-program dedicated to Short Food Supply Chains, and it also addresses objectives closely related under the Young Farmers thematic sub-program.

As precondition to the operation of Short Food Supply Chains, it was necessary to adjust the relevant legislation first, for example the licensing of small-scale producers' access to markets, clarifying definitions as well as food safety conditions required for production and sales. The government addressed these questions in the Ministerial Decree on Small-scale Producers, adopted already in 2010, and in a Ministerial Decree on food safety requirements for sale on local producers' markets adopted in 2012.

Major challenges for policymakers and producers/farmers included the practical implementation of legislation, meeting the requirements, especially about food safety standards, as well as compliance with specific taxation regulation.

The Rural Development Program of Hungary had been subject to stakeholder consultation and feedback before its submission for approval to the European Commission.<sup>32</sup> A series of forums was held at the local level to discuss local food production, including the need for policy support.

As of the end of 2016, policy support to promote Short Food Supply Chains in Hungary included the followings:

- The Rural Development Program of Hungary made earmarked funding available under the Short Food Supply Chains thematic sub-program in the **value of about HUF 3.8 billion (about EUR 12.5 million) for implementation period until 2020**.<sup>33</sup>
- To address the challenges of implementation about food safety requirements and taxation, the Ministry of Agriculture offers a series of **guidelines and other educational materials for the small-scale farmers and producers**.
- The **Hungarian National Rural Network** (including a network of rural advisors that had been in place already) actively promotes Short Food Supply Chains and is available for consultation for the interested farmers and producers.
- A comprehensive **web-portal "Local products: Locally Better!"** is operational. It provides relevant information for farmers and producers, but also for consumers. The web-portal provides access to a knowledge bank (relevant studies, information about legislation in force, etc.), news page and events calendar, online advisory services, etc.
- **Year 2015 was declared "The Year of Local Products"**. In this framework, a series of events dedicated to the topic of local food were organized across the country, including professional and commercial events, as well as festivals, and others.<sup>34</sup>
- **Earmarked financial support is available** for the organization of relevant fairs and festivals promoting traditional products, as well as for establishing websites, publication of relevant catalogues, registries etc.

---

<sup>32</sup> The relevant requirements are regulated by the European Union in this context

<sup>33</sup> This funding comes from the relevant central funds of the European Union. Financial support is available for the establishment of relevant quality management and control systems, for the necessary infrastructural investments, as well as for product-based food innovation and related educational and promotional programmes

<sup>34</sup> The organisation of relevant professional events and festivals continued also during 2016

- **Citizen guidelines on healthy diet** is available, compiled by the relevant authorities and it also fortifies the position of Short Food Supply Chain actors.

#### *Impacts, challenges and key success indicators*

Since 2010 (the entering into force of the Ministerial Decree on Small-scale producers) the number of licensed small-scale producers has tripled - end of 2015, it had reached 15,000. Moreover, since 2012 (the entering into force of the Ministerial Decree on food safety requirements) the number of licensed local producers' markets more than doubled; as of the end of 2015 there were nearly 300 local markets operating across the country.

By the end of 2016, local food markets had become part of the daily life in Hungary, although to a varying extent in the different geographical regions of the country. A stronghold for local food markets is the country's capital city, **Budapest**.<sup>35</sup> Here, in addition to local farmers' presence at the numerous permanent food markets across the city, a diverse range of temporary local food markets are also organized on a regular basis. Examples of relevant initiatives include the idea that some **public buildings in the city provide space for local farmers and producers to set up a temporary market on a weekly basis**, moreover some of the commercial areas and places, popular among young people, provide space for temporary local food markets as well.

Beyond the policy support and support of local food markets by the private sector other key factors contributing to the success of local food markets in Hungary include strong consumer interest and openness to local food and products of small-scale production, and the strong interest of farmers and producers to gain better access to consumers.

The major challenge the further development of this sector is facing in Hungary is the relative **low level of cooperation among the relevant actors in the supply chain** (farmers, producers and retailers).

**Transport and urban planning** policies reported include **sustainable urban transport (Bulgaria)**, **urban planning integrating bicycling and walking (Norway)**, and **sustainable cities platform and Strategic Environmental Assessment (SEA) (Sweden)**. To illustrate, "**financial support for development of sustainable urban transport**" by Bulgaria was launched in 2007 with co-finance from the European Regional Development Fund. The objective included promoting sustainable and multimodal urban mobility including public transport, cycling, and walking. It provided **funding support to 39 large cities in the nation, including for development of traffic management plans and intelligent transport systems**, development and improvement of public transport systems and access to stations, construction and renovation of street networks, pedestrian streets, sidewalks, bicycle lanes, and parking lots, and integration of different transportation modes.

---

<sup>35</sup> For an overview of some of the most popular farmers' markets in operation in Budapest visit e.g. <http://welovebudapest.com/shops.and.services.1/market.muster.budapest.s.best.roving.farmers.markets>

## Austria

### Transition to Green Mobility - the “klimaaktiv mobil” initiative

#### Context and objectives

The Austrian initiative “klimaaktiv mobil” promotes the transition to green mobility by providing a range of attractive **incentives and services** to its stakeholders aimed at supporting the decarbonisation of mobility. The initiative is embedded in the general klimaaktiv scheme of the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (also known as the Ministry for a Liveable Austria).

The objective of the klimaaktiv mobil initiative at the highest level is to contribute to the implementation of the Austrian Climate Act, the Federal Energy Efficiency Act and, above all, the new 2030 Climate and Energy Strategy of the European Union.

In 2015/16, klimaaktiv mobil was established as a role model at the level of the European Union in the context of the Transport, Health and Environment European Programme.

#### Institutional mechanism and resources

Klimaaktiv mobil supports Austrian businesses, fleet operators, developers, cities, municipalities and regions as well as stakeholders in the tourism sector, schools and youth initiatives in their **transition to green mobility, relying on e-mobility, cycling, intelligent mobility management and innovative mobility services**.

In this context Klimaaktiv mobil cooperates with a wide range of stakeholders in the implementation of its goals, including, inter alia, the Austrian Economic Chamber (WKO), the Austrian Association of Cities and Towns, the Austrian Association of Municipalities, the federal states, as well as many companies and other institutions.

In 2015 and 2016, the Ministry for a Liveable Austria allocated approximately **9 million Euros to fund klimaaktiv mobil and about 2 million Euros for consulting, information and education programmes**, provided by the Ministry, the Climate and Energy Fund and the National Environmental Support Scheme.

#### Instruments

Klimaaktiv mobil offers **a range of financial incentives, consulting programmes, awareness-raising initiatives, partnerships as well as training and certification initiatives**. Financial support and the free-of-charge provision of consultancy are the main pillars of the initiative.

Relevant financial incentives reach from commuter tax relief, covering even part-time employees and the possibility to offer tax-free job tickets for free public transport via financial support for e-cars, e-bikes and e-transport bikes to subsidies for e-charging stations.

The target-group oriented consulting programmes offer free-of-charge expert advice on green mobility management for businesses, developers and fleet operators, cities, municipalities and regions, tourism, leisure and youth as well as children, parents and schools. Municipalities are supported in the set-up and promotion of:

- E-car sharing structures through finances for specific equipment on board the cars and online;
- Guiding systems specifically for pedestrians and cyclers;
- User friendly bike stations;
- Promotion activities for public transport;
- Welcome material for new criticses shifting perspective from car mobility.

### Impacts and key success indicators

Klimaaktiv mobil provides a successful track record, reporting that by the end of 2015:

- **6,600 green mobility projects had been initiated and implemented** by approximately 5,000 businesses, 700 cities, municipalities and regions, 650 tourism associations and 250 schools.
- Approximately **15,700 alternative vehicles, among them 13,600 e-vehicles, had been funded** so far.
- **More than 180 cycling projects have been financially supported**, among them the expansion of cycling infrastructure in all Austrian provinces and major cities.
- **1,240 EcoDriving instructors** have been trained and 29 klimaaktiv mobil driving schools certified.
- These initiatives are responsible for a **total estimated annual savings of 610,000 tonnes of CO<sub>2</sub>**.

Financial support in the amount of **79.6 million Euros for mobility projects** (by October 2016) had triggered overall investments of over **500 million Euros** with about **6,000 green jobs created or secured**.

Example of **building and construction** policies include the **promotion and regulation of energy efficient building (Bulgaria, Norway)**, **social clauses in public work contracts (Belgium)**, and **climate change action plan (Turkey)**.

The Turkish **National Climate Change Action Plan 2011-2023 includes ambitious objectives and targets in the building sector**, for instance reducing greenhouse gas emissions in new buildings by 10% per settlement, decreasing annual energy consumption in public buildings by 20% by 2017, as well as achieving 20% of renewable energy in new buildings. The European Union has also developed initiatives on resource efficiency opportunities in the building sector aimed at **creating markets for recycled construction materials and providing better information** about the environmental performance of buildings.

## The Netherlands

### Sustainable Construction under the Green Deal Scheme

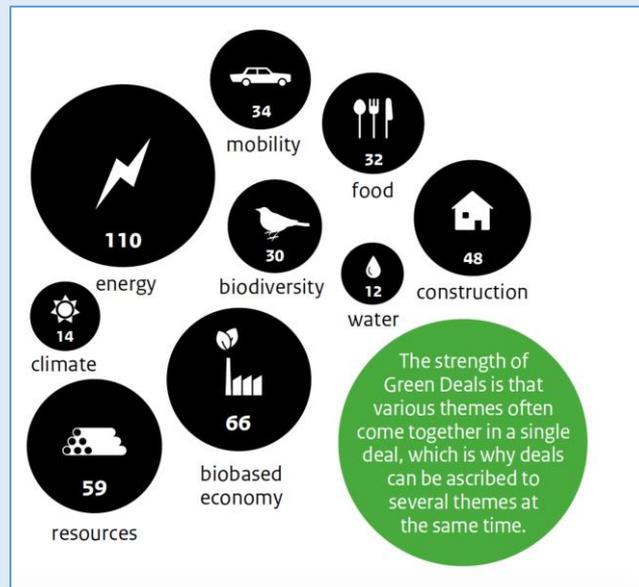
#### Context and objectives

Green Deals are initiatives for green growth in which Government of the Netherlands and society collaborate interactively from the outset, also with an eye to implementing policies on societal challenges. The central idea is that the government facilitates and accelerates initiatives by removing barriers. Such **barriers may be formed by legislation, or by a lack of market incentives, innovation and networking**.

A number of governmental strategies in the Netherlands address the buildings and construction sector, such as the 'From Waste to Resources' Strategy (2014) and the 'Circular Economy in the Netherlands by 2050' Strategy.

Construction deals often put emphasis on energy efficiency and on the use of renewable energy in existing construction, which also reflects the objectives of the Energy Agreement in the

Netherlands, which aims at saving energy, increasing the supply of renewable energies and creating jobs. However, most of the recent deals on construction address sustainability in a more holistic manner, by considering the entire life cycle of buildings and infrastructures – for example, the ‘Circular Buildings’, ‘Circle City’, ‘Biobased Construction’ and ‘Sustainable Concrete’ initiatives.



Source: (Government of the Netherlands 2016)

### Institutional mechanisms

The Green Deals scheme is a joint initiative of the Ministries of Economic Affairs, Infrastructure and the Environment, and the Interior and Kingdom Relations. It involves an advisory board which includes businesses, non-governmental organisations (NGOs) and governmental institutions.

Companies, industry organisations or civil society organisations can apply – they are required to develop a business plan, identifying barriers and designing risk mitigation plans. For selected proposals, a voluntary agreement (Green Deal) is signed between the government and the applicant, for a duration of two to three years. Any new Green Deal initiative is also expected to be aligned with the relevant national policy objectives and demonstrate cost-effectiveness (Ellen MacArthur Foundation 2016).

The government supports Green Deals by acting on the four pillars of the country’s Green Growth approach: Legislation and regulation; Market incentives; Innovation; and Networking. The different Green Deals are all associated with one of the above approaches.

As of 2015, there were **48 Construction Green Deals in place, involving 193 companies or other sectorial organisations and altogether 372 participants across the country.**

Among the reported cross-cutting policies, **involvement with private sector and industry** is one of the prominent policy area. Examples include **resource efficient production and business models (UK, Switzerland, Belgium, Bulgaria, Hungary), short supply chains (Belgium), CSR (Croatia, Poland), eco-management and certification scheme (Poland, Norway), green jobs (Bulgaria), and environmental technology and innovation (Sweden, Hungary, Norway).**

For instance, **in Belgium** a binding agreement was signed between the representatives of detergent producers and public authorities to increase the supply of sustainable detergents for consumers that meet the standard of the European Ecolabel, with progressive target set for 2013, 2016, and 2019. **In UK, a Welsh based knowledge-intensive organisation “Eco-design Centre”** delivers multi-sectors projects based on eco-design, lifecycle thinking, and circular economy. It collaborates with various stakeholders including companies, social enterprises, industry associations, educators, and governments, and conduct applied research including best practice scanning and focusing on capacity building. Another example from **Sweden is the “Environmental Technology Strategy” launched in 2011**, which aims at improving conditions for the growth and export of the country’s environmental technology and solutions for the country to be a “green pioneer”. The government provides a strategic investment covering renewable energy, waste, water, urban development around the world, to open-up opportunities for the country’s industry in Sweden and globally.

## Coordination mechanisms and stakeholder engagement

Establishing an appropriate mechanism within and beyond the government is crucial for effective policy-making in sustainable consumption and production. According to the 2015 pilot survey, **10 out of 18 national governments (56%) had institutional arrangements for sustainable consumption and production, while 3 governments (17%) were under development of such mechanisms** in the European region. Examples of such mechanisms reported in the survey are summarised in the Table below.

**Table 7: Examples of Institutional Mechanisms addressing sustainable consumption and production**

Sub-region	Country	Institutional/multi-stakeholder mechanisms
<b>EU15 EFTA</b>	Belgium	<ul style="list-style-type: none"> <li>• Interdepartmental Commission on Sustainable Development</li> <li>• Steering group on sustainable consumption and production of the Coordination Committee for International Environmental Policy</li> <li>• Belgian 10YFP platform</li> </ul>
	Finland	<ul style="list-style-type: none"> <li>• Inter-ministerial taskforce following the implementation of sustainable consumption and production Programme (More from Less – Wisely)</li> <li>• Finnish National Commission on Sustainable Development</li> </ul>
	Netherlands	<ul style="list-style-type: none"> <li>• Inter-ministerial working group on sustainable consumption and production</li> <li>• Netherlands Environmental Assessment Agency</li> </ul>
	Sweden	<ul style="list-style-type: none"> <li>• Prime Minister’s Office for Strategic Development</li> <li>• Environmental Objective Council</li> <li>• Inter-ministerial working group on sustainable consumption and production and Resource efficiency</li> <li>• National multi-stakeholder group to support and guide the implementation 10 YFP in Sweden</li> <li>• Working Group on Resource efficiency and Environmental Footprints</li> <li>• National multi-stakeholder network on sustainable consumption and production and resource efficiency</li> </ul>
<b>New EU</b>	Bulgaria	<ul style="list-style-type: none"> <li>• Council for Development</li> </ul>
	Croatia	<ul style="list-style-type: none"> <li>• Sustainable Development and Environmental Protection Council</li> </ul>
	Czech Republic	<ul style="list-style-type: none"> <li>• Governmental Council for Sustainable Development</li> </ul>
	Hungary	<ul style="list-style-type: none"> <li>• National Council for Sustainable Development</li> </ul>
	Poland	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility Task Force</li> <li>• Working Group on sustainable consumption and production (under development in 2015)</li> </ul>
	Slovakia	<ul style="list-style-type: none"> <li>• Working Group for sustainable consumption and production (under development in 2015)</li> </ul>
<b>Other</b>	Kazakhstan	<ul style="list-style-type: none"> <li>• Green Economy Council and Working Groups</li> </ul>

Source: 2015 pilot survey

The composition and mandate of those mechanisms differ from one country to another - some governments also use multiple mechanisms for different purposes. For instance, Belgium reported on three different mechanisms addressing sustainable consumption and production, three inter-ministerial mechanisms related to sustainable consumption and production, including at sub-national level. In the case of Finland, an inter-ministerial taskforce (“More from Less-Wisely”) was established to gather ministries and funding agencies for innovation and

sustainability; while the national commission on sustainable development serves as an open multi-stakeholder dialogue platform. In Sweden 6 different mechanisms and organisations are involved in coordination for sustainable consumption and production, including inter-ministerial mechanisms and multi-stakeholder networks. There are also many efforts in newly establishing a dedicated coordination mechanism for sustainable consumption and production, such as in Poland and Slovakia.

**Various ministries are participating in the national dialogue and policy-process on sustainable consumption and production, but not to the same extent, according to the 2015 pilot survey.**

In most of countries represented in the 2015 pilot survey, the ministry responsible for the environment is naturally involved (17 out of 18), followed by the ministries in charge of agriculture (16) and energy (14). The participation of **ministries responsible for key sectors such as transports (only 10 out of 18), infrastructures (8), or tourism (5) clearly seems more limited.** The survey also seems to indicate that the presence of relevant sectors (e.g. urban planning and tourism: addressed only by 7-8 out of 18 countries) may be limited in sectoral policy-making efforts, despite that fact that these consumption domains are among major causes of resource consumption and environmental impacts.

Through the institutional mechanisms, **the governments in the region invite various stakeholders in sustainable consumption and production policy-making but the extent of stakeholder participation seems to be somewhat limited.** Out of 13 countries with established mechanisms, participation rate for non-governmental organizations/foundations and academic/research institutions is 70% (9 out of 13) and 62% for the business sector (8 out of 13). In addition, the frequency of such meetings and the actual level of involvement of those stakeholders in strategic policy-making (the level that the governments consider feedback and opinions from stakeholders) would depend on the governments.

In Europe, other stakeholders are sometimes engaged in the sustainable consumption and production policy-making process. Those includes **youth organisations, and artists and cultural sector** (Sweden), **labour unions** (Czech Republic, Hungary, Sweden), and **religious organisations** (Hungary). Involvement of such broader stakeholders are useful to ensure reflecting the viewpoints of different parts of the society as well as calling for participation of those sectors. Moreover, **local governments** are also invited to the institutional mechanisms in some countries (e.g. Sweden, Belgium, Hungary). It can facilitate implementation at city and rural levels as well as improving the national policy-making in some areas closely related to local issues such as urban planning and agriculture.

## Funding and Technical Resources

---

Mobilising resources along with the sustainable consumption and production policy cycle cannot be overemphasised. The survey collected information on the financial sources for strategic policy-making in the region. **Among 17 responding countries to this question, 8 countries (47%) received international or regional cooperation/investment** in addition to the domestic budget/investment mentioned by 16 countries (94%).

Regional cooperation seems prominent in the region; some countries reported using funding sources from the European Union, including its structural investment funds, for strategic policy-making. About design and implementation of concrete sustainable consumption and production policies and initiatives, **not less than 21% of responding countries, mostly non-EU member states or Eastern European countries, received funding from regional cooperation, which is higher than international cooperation (9%)**. This reflects the European Union's active role in promoting sustainable consumption and production beyond its member states in the region.

Mobilization of resources from the private sector is also key. **In the strategic planning phase, 4 out of 17 countries (24%) mobilized resources through partnership with private sector**. To illustrate, **Netherlands established a cooperation with business and society through Green Deals system**. Sweden is collaborating with private sectors through its national multi-stakeholder group on the implementation of 10YFP, where stakeholders make in-kind contribution including involvement with the planning of activities. **Private investment is also mobilized for not less than 28% of the reported policies and initiatives in the region**. Examples of such private sector funding reported in the survey include monetary contribution from each signatory of the public-private agreement, in-kind contribution of staff for operation of an initiative, advertisement campaign and communication led by the private sector, implementation of activities, fees paid by companies to participate in a particular scheme.

## Monitoring and Indicators

---

Within the European Union, work towards sustainable consumption and production specific indicators is ongoing. Development exists at two levels - the indicators developed by the European Union and indicators being developed independently by member states. A variety of European Union-level bodies have developed environmental indicators including the European Environmental Agency (EEA), Eurostat and the Directorate-General. In addition, sectoral Directorate-General of the European Commission and the Joint Research Centre have made important contributions. Efforts are on-going to streamline the various datasets (EEA 2014).

The European Environmental Agency currently has 127 indicators (classified into five groups – descriptive, performance, efficiency, policy effectiveness and total welfare) across 12 themes (EEA 2016). The agency has developed a framework for the reporting of question based sustainable consumption and production indicators, incorporating 35 different questions. The framework was designed to both understand production (direct impacts on the environment) and consumption impacts (indirect impacts, for example environment impacts in Asia caused by production to meet consumer demand in the European Union). It is organised to show headline indicators, as well as status and trends and showing the development of frameworks for change. A question based indicator framework was selected as it helps provide a clear narrative as well as providing flexibility and scope for improvement in the future by not limiting indicators to what data is currently available (Watson et al. 2010).

The indicators already used by the European Environmental Agency have considerable thematic overlap with sustainable consumption and production and can be used to provide a broad overview. Indicators with a clear link to sustainable consumption and production include, inter alia, resource use indicators relating to food, water, energy and housing demands. Moreover, as previously noted, the European Union is committed to integrating the Sustainable Development Goals into its work (European Commission 2017) which includes sustainable consumption and production as Goal 12 and its attendant indicators. The need for updating current and developing new indicators is well acknowledged and implementation towards that end is on-going.

Within the European Union, there is a similar picture at the national level. Examining the countries which were highlighted in the previous section as having specific sustainable consumption and production national policies (Finland, Germany and Sweden), clear commonalities can be seen, focusing on certain domains and undertaking the development of indicators. As previously mentioned, Germany is focused on six domains (Food consumption; Housing and household; Mobility; Clothing; Work and office; Free time and tourism) with indicators under development (Federal Ministry for the Environment Nature Conservation Construction and Nuclear Safety 2017). Sweden is focusing on food, housing and transport (Government of Sweden 2016). Indicators are being developed under the PRINCE project which aims to monitor environmental impacts both inside and outside Sweden, thereby covering both production and consumption issues and helping create an understanding of the impact of Sweden's imports (Statistics Sweden 2017). Finland has goals which are clearly labelled as sustainable consumption and production under three key areas – housing, food and transport. These goals are specific, measurable and timebound, for example, a 15% reduction in transport-related emission by 2020 and reducing the energy usage of buildings by 60% by 2050 (Ministry of the Environment Finland 2013).

Outside of the European Union, monitoring and indicators specific to sustainable consumption and production remain a work in progress. As previously mentioned the European Strategic

Framework for Greening the Economy is the main framework including sustainable consumption and production across the region. The framework does not have clear indicators, though all focus areas imply measurement with focus area 1 (improve the measurement and valuation of natural capital) explicitly doing so. The framework also invites commitments from countries with a request for objectively verifiable indicators to measure the achievements of commitments (Economic Commission for Europe 2016).

Many of the countries outside of the European Union lack specific sustainable consumption and production national plans and have integrated the topic into sustainable development plans. Indicators tend to follow a similar pattern and tend to be focused on sustainable development broadly and not sustainable consumption and production specifically. An example of this is **Kazakhstan**, whose responses to the pilot survey demonstrate a focus on water efficiency, energy efficiency, agriculture, green construction and waste management. Other examples include **Turkey**, whose initiatives and attendant indicators as reported under the pilot survey are related to energy usage in buildings; **Macedonia** which has indicators covering policy and legal frameworks, environment, energy, rural development and social issues (Ministry of Environment and Physical Planning Macedonia 2008); and **Belarus** which appears to have a strongly macro approach in their national strategy combining the Human Development Index with volume of pollutant emissions per Gross Domestic Product unit (The National Sustainable Development Commission of Belarus 2004).

What is absent from these indicators is a specific focus on consumption or lifestyle and a consideration of the impact of consumer choices in foreign countries as seen in European Union countries such as Finland, Germany and Sweden. An exception to this is the Sustainable Consumption and Production Roadmap for Israel (Ministry of Environmental Protection Israel 2015) which explicitly addresses lifestyle habits and behavioural economics, stating plans to measure typical household footprints and also lifestyle behaviour pertaining to household waste. Such efforts appear to be the first undertaken in the region outside of the European Union.

Overall the picture for monitoring of sustainable consumption and production is uneven. Where there is a specific focus on sustainable consumption and production, indicators are frequently either absent or under development. Indicators under sustainable development but lack a specific sustainable consumption and production framework and focus. As much consumption in the European area has environmental impacts external to it, the recent attention being given to footprints and a consideration of Europe's global impact within countries such as Finland, Germany, Israel and Sweden are welcome.

## The Way Forward

---

The 2015 pilot survey investigated policy-makers' perceptions of fundamental challenges, capacity building needs, and next steps to advance sustainable consumption and production.

The top 5 challenges highlighted in the region are the **lack of long-term and systemic perspective (7 out of 17 countries)**, **change of production patterns (6 countries)**, **fiscal reform and instruments, including incentives reform (4 countries)**, **lack of funding and investments (4 countries)**, and **lack of legislation and regulatory framework (4 countries)**. More specifically, the need to change people's perceptions and resistance to change was emphasized (e.g. sustainable goods and services perceived as more expensive), together with the necessity to tackle the complexity of global supply chain through not only soft measures but also through transformative action which can impact the way products are being designed and consumed. This included, for instance, the internalization of "environmental externalities" into market prices. Similarly, **the lack of legislation and regulatory framework remained one of the fundamental challenges** highlighted by participating countries. In addition, the need for policy integration and coherence was highlighted, especially between environmental, financial and fiscal policies as well as policies focused on industries and innovation.

It was considered key to demonstrate the long-term benefits of shifting towards sustainable consumption and production, including in terms of opportunities for growth and job creation.

Insufficient funding appeared to be a major challenge as well in Europe although less emphasized than in other regions.

Responding countries also identified priorities in terms of capacity strengthening, including **stakeholder participation and inter-ministerial coordination (14 out of 18 countries)**, **policy design and strengthening (11 countries)**, **measurement and indicators (10 countries)**. Stakeholder participation/inter-ministerial cooperation was particularly emphasized by the European respondents compared to other regions, together with measurement tools and indicators which are essential to monitor the impacts of concrete policies and programmes, on the environment and on society more broadly.

In terms of the next steps, **awareness raising, stakeholder participation, market-based instruments, indicators and baselines, and inter-ministerial coordination** were often mentioned. Specific approaches, such as the circular economy approach, Corporate Social Responsibility and the integration of sustainable consumption and production objectives into sectoral policies were highlighted as important next steps. Economic policies aimed at stimulating economic growth were mentioned, as well as multiple social and economic policies (e.g. education, health, culture). The promotion of fair prices and the abolition of harmful subsidies (e.g. fossil fuels) were highlighted, as part of the policy mix for sustainable consumption and production, which considers both incentives and voluntary measures.

**Based on the countries' feedback collected in 2015 and on the information presented in this report, challenges and opportunities to advance sustainable consumption and production in Europe include the following:**

**European countries leading the way towards sustainable lifestyles, with growing awareness of the European consumers' impact:**

The region is well placed to encourage sustainable consumption patterns as well as cleaner production processes through its imports and regulations. Countries that have been particularly forward thinking include Finland, Germany, Israel and Sweden: changing behaviors in high

impact sectors including food, mobility and housing has become a key objective of their national strategies. Concrete potential measures include enhanced support to bottom-up and community-based initiatives, as well as the tackling of structural and behavioural barriers to sustainable consumption, such as environmentally harmful subsidies, or behavioural patterns according to socio-economic indicators (e.g. income levels, social status, and others).

European policies should also consider the multiple dimensions of development and social progress, in the domestic as well as in the global contexts. This includes, but is not limited to, social inequalities across Europe (including with regards to consumption), urban lifestyles and their social and environmental impacts (e.g. impacts of urban pollution on human health in the long run), job and income security, as well as citizens' access to infrastructures conducive to sustainable lifestyles (e.g. sustainable mobility infrastructures in the cities).

### **Greater stakeholder engagement and integration**

The systemic approach to policymaking for sustainable consumption and production that is required also implies enhanced governance practices, new and broader initiatives to create integration and ownership among stakeholders, including businesses, civil society and individual consumers. A need for greater stakeholder engagement into institutional coordination mechanisms was highlighted by the 2015 pilot survey. Moreover, whilst a variety of ministries were often involved in the policy-making process, sustainable consumption and production tended to be part of sustainable development efforts rather than having a focus of its own.

### **Monitoring and measuring progress**

The European Union and its member states have developed deep environmental datasets which have helped considerably in understanding the current situation in Europe and accompanying trends. However, in the context of Agenda 2030 and in order to allow for a coherent measure of progress across the region, such datasets should be integrated into a comprehensive framework, while indicators specific to consumption and production patterns, their environmental and socio-economic impacts, should be further considered.

## Annex

<b>Table A: Examples of strategies, action plans, or other framework policies that address sustainable consumption and production objectives in the European Union</b>	
<b>Sectoral / thematic focus</b>	<b>Strategy, action plan or other policy framework</b>
<b>Environment protection</b>	The 7th Environmental Action Programme of the European Union (European Commission 2013a)
<b>Circular economy (multi-sectoral)</b>	The Circular Economy Package, including in its centre an European Union Action Plan for the Circular Economy (European Commission 2015a),
<b>Energy and climate change</b>	The Energy Package, including in the centre the Communication from the Commission: Clean Energy for All Europeans (European Commission 2016c)
<b>Urban development</b>	Urban Agenda for the EU (the 'Pact of Amsterdam') (European Commission 2016d)
<b>Trade</b>	The European Union Trade Strategy: Trade for all - towards a more responsible trade and investment policy (European Commission 2015b)
<b>Food</b>	Action Plan for the future of Organic Production (European Commission 2014)
<b>Housing</b>	Accelerating clean energy in buildings (European Commission 2016e) <sup>1)</sup>
<b>Mobility</b>	Urban Mobility Package (European Commission 2013b)

<sup>1)</sup>Annex I to the Communication from the Commission: Clear Energy for All Europeans (EC, 2016)

Source: 2015 pilot survey feedback by the European Commission and desk research

<b>Table B: Cooperation schemes that address sustainable consumption and production objectives anchored into relevant economic or environmental cooperation activities<sup>1)</sup></b>
<p><b>The Mediterranean Action Plan (MAP) cooperation scheme</b></p> <p>The Mediterranean Action Plan (MAP) is a regional co-operative effort with focus on the sustainable management of natural marine and land resources that involves 21 coastline countries on the Mediterranean Sea, as well as the European Union. Co-operating countries located in the European region include Albania, Bosnia and Herzegovina, Croatia, Cyprus, France, Greece, Israel, Italy, Malta, Monaco, Montenegro, Slovenia, Spain and Turkey.<sup>3)</sup></p> <p><u>Relevance:</u> Under the Mediterranean Action Plan, the cooperating countries endorsed in 2016 the Mediterranean Strategy for Sustainable Development 2016-2025 (MCSDD, 2016) that addresses sustainable consumption and production as a main theme, furthermore in a next step, the cooperating countries endorsed and launched also the Regional Action Plan on Sustainable Consumption and Production for the Mediterranean (UN-Environment, 2016). For details please refer to the text below the table.</p>
<p><b>The Nordic Co-operation</b></p> <p>The Nordic Co-operation is a geopolitical forum for co-operation among Denmark, Finland, Iceland, Norway and Sweden (the Nordic countries), including their associated territories, the</p>

Faroe Islands, Greenland and the Åland Islands. The scope of co-operation includes economic, cultural, environmental, security, etc. policies.<sup>2)</sup>

Relevance: The Nordic Strategy for Sustainable Development: A good life in a sustainable Nordic region (NCM, 2013) is the overriding and cross-sectorial framework that guides co-operation among the Nordic countries and it addresses SCP as a main theme (for details please refer to the text below the table).

In addition, in the framework of the Nordic Co-operation, a Working Group for Sustainable Consumption and Production is operational. It is a working group with multi-sectoral focus aimed at developing, co-ordinating and evaluating the instruments needed for work on sustainable consumption and production in the Nordic context.

To address the sustainability of the clothing and textile sector, the countries of the Nordic Co-operation launched in 2015 a joint action plan “Well dressed in a clean environment – Nordic action plan for sustainable fashion and textiles”.

<sup>1)</sup> Both of the cooperation schemes listed in this table are financed in a multilateral model

<sup>2)</sup> For more information please visit: <http://www.norden.org/en>

<sup>3)</sup> For more information please visit: <http://www.unep.org/uneppmap/>

**Table C: Cooperation schemes that address/integrate sustainable consumption and production objectives in the European region under external funding**

**The Greening Economies in the European Union's Eastern Neighbourhood (EaP GREEN) Programme, under the Eastern Partnership (EaP)**

The Eastern Partnership (EaP) is a joint initiative involving the European Union, its Member States and six eastern European partners: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine aimed at enhancing economic cooperation and convergence with EU policies.

EaP GREEN is a large regional programme to assist the Eastern Partnership countries in their transition to green economy. The agencies implementing the EaP GREEN Programme include the United Nations Economic Commission for Europe (ECE), the Organization for Economic Co-operation and Development (OECD), the United Nations Environment Programme (UN Environment), as well as the United Nations Industrial Development Organization (UNIDO). The EaP GREEN Programme is funded by the European Union.

Relevance: Strategic policy planning / sustainable consumption and production is one of the main topics in the focus of the EaP GREEN Programme. Relevant objectives include: promoting the integration of resource efficiency and sustainable consumption and production policies into national economic and development planning processes; developing and implementing national sustainable consumption and production programmes or action plans; and demonstrating the environmental, economic and social benefits of sustainable consumption and production practices.

The main topics in the focus of the EaP GREEN programme with the highest relevance to sustainable consumption and production include: Reform of environmentally harmful subsidies; Creating market incentives for greener products; Greening SMEs; Resource efficiency and cleaner production; Sustainable Public Procurement (SPP) and the Promotion of organic food and agriculture.

**Table D: Illustrative examples of partnership initiatives by European countries that contribute to the regional and global frameworks to promote sustainable consumption and production**

***The Amsterdam Declaration in Support of a Fully Sustainable Palm Oil Supply Chain by 2020***

The common objective of the signatories of the Amsterdam Declaration is to achieve 100% sustainable palm oil consumption in Europe by 2020 and thus to contribute to the tackling of deforestation in relation to agricultural commodity trade.

The Amsterdam Declaration was launched end of 2015 under the auspices of the government of the Netherlands to provide governmental support to the relevant private sector's first time joint initiative towards fully sustainable palm oil supply chain in Europe: the European Sustainable Palm Oil (ESPO) project. As of the end of 2016, the signatory countries included Denmark, France, Germany, the Netherlands, Norway and the United Kingdom.

At the operational level, the Amsterdam Declaration initiates a cooperative partnership of the signatories towards a harmonised European approach into sustainable palm oil. Towards this goal, it builds upon the relevant initiatives already in place in the different national contexts across Europe.

See also: <https://www.idhsustainabletrade.com/initiative/european-sustainable-palm-oil-espo/>

***The German Partnership for Sustainable Mobility (GPSM)***

The objective of the German Partnership for Sustainable Mobility (GPSM) is to support the transformation towards sustainable mobility and logistics in developing and emerging countries in a comprehensive manner.

It was launched in 2016 as a joint initiative of the Federal German Ministry for Economic Cooperation and Development and the Ministry for the Environment, Nature Conservation, Building and Nuclear Safety. As of the end of 2016, the GPSM had on board more than 150 supporting partner organisations, including large and small business organisations, civil society and academia.

At the operational level, the GPSM serves as a platform for the exchange of knowledge, expertise and experiences under ten focus areas, including as examples: Policies for Sustainable Transport (overarching), Public transport, Smart mobility, Cycling, Clean Air and Logistics, etc.

See also: <http://www.german-sustainable-mobility.de>

## Index

---

Albania	pp.29,47
Andorra	pp.20
Armenia	pp.20,48
Australia	pp.19
Austria	pp.6,10,11,19,20,24,36,37,
Azerbaijan	pp.20,23,48
Barbados	pp.30
Belarus	pp.20,23,44,48
Belgium	pp.11,19,20,21,24,32,37,38,39,40,41,
Bosnia and Herzegovina	pp.11,20,47
Brazil	pp.30
Bulgaria	pp.10,20,24,32,35,37,38,40
Burkina Faso	pp.30
Canada	pp.11,19
China	pp.11,30
Croatia	pp.11,20,32,38,40,47
Cyprus	pp.20,47
Czech Republic	pp.20,40,41
Denmark	pp.10,11,19,20,23,24,26,47,49
Estonia	pp.20
European Union	pp.6,7,8,9,10,11,12,14,15,16,17,18,19,20,26,27,31,33,34,36,37,42,4 3,44,46,47,48
Finland	pp.8,11,18,19,20,22,23,24,26,40,43,44,45,47
France	pp.11,18,19,20,24,33,47,49
Georgia	pp.13,20,48
Germany	pp.8,10,11,18,29,20,21,22,23,24,25,43,44,45,49
Ghana	pp.30
Greece	pp.19,20,47
Hungary	pp.6,10,20,25,26,31,32,33,34,35,38,40,41
Iceland	pp.11,19,20,26,47
Ireland	pp.10,19,20,24
Israel	pp.8,10,11,19,20,22,23,44,45,47
Italy	pp.11,19,20,26,33,47
Japan	pp.11,30
Kazakhstan	pp.13,19,20,23,25,40,44
Kosovo	pp.20
Kyrgyzstan	pp.20,30
Latvia	pp.20
Lithuania	pp.20
Luxembourg	pp.10,11,19,20
Macedonia	pp.20,23,44
Malta	pp.20,47
Mauritius	pp.30
Moldova	pp.20,23,25,48
Montenegro	pp.10,20,25,47
Monaco	pp.20,47
Mongolia	pp.30
Netherlands	pp.6,10,11,19,20,21,23,24,37,38,40,42,49
New Zealand	pp.19
Norway	pp.10,11,19,20,26,32,35,37,38,47,49
Peru	pp.30
Poland	pp.11,20,25,32,38,40,41
Portugal	pp.11,19,20,23

Romania	pp.10,11,19,20,23
Russia	pp.6,10,20
San Marino	pp.20
Senegal	pp.30
Serbia	pp.20,23
Slovakia	pp.20,30,41
Slovenia	pp.11,20,24,47
South Africa	pp.30
Spain	pp.11,19,20,47
Sweden	pp.6,8,10,11,18,19,20,21,22,26,27,28,29,30,32,35,38,39,40,41,42,43,44,45,47,
Switzerland	pp.10,11,14,18,19,20,24,25,32,38
Tajikistan	pp.20
Turkey	pp.10,19,20,25,37,44,47
Turkmenistan	pp.20
Ukraine	pp.20,48
United Kingdom	pp.16,19,20,24,49
United States of America	pp.19
Uzbekistan	pp.20

Agriculture and fishery	
<i>Agriculture</i>	pp. 7,8,13,17,27,30,31,32,33,34,36,41,44,48
<i>Ministry of Agriculture</i>	pp. 34,36
<i>Food and Agriculture</i>	pp. 8,31,32,33,48
<i>Sustainable Agriculture</i>	pp. 33
<i>Organic Food and Agriculture</i>	pp. 48
<i>Organic Farming</i>	pp. 27,32
Buildings and construction	pp. 37
Consumer goods	
<i>Consumer' interest</i>	pp. 35
<i>Consumer information</i>	pp. 6,18,32
<i>Consumer demand</i>	pp. 43
<i>Consumer market</i>	pp. 11
<i>Eco-labelling</i>	pp. 7,31
<i>Goods and services</i>	pp. 11,18,30,45
<i>Producers and consumers</i>	pp. 32,33
Financial sector	
<i>Financial incentives</i>	pp. 36
<i>Financial sources</i>	pp. 42
<i>Financial support</i>	pp. 34,35,36,37
Education	pp. 6,7,14,15,18,26,30,31,34,36,45
<i>Information and education</i>	pp. 18,36
<i>Sustainable lifestyles and education</i>	pp. 18,30
Food & Beverage	
<i>Sustainable food systems</i>	pp. 18
<i>Food consumption</i>	pp. 23,32,32,33,43
<i>Food loss</i>	pp. 32
<i>Food, housing and mobility</i>	pp. 11,15,25
<i>Food security</i>	pp. 33
<i>Food safety</i>	pp. 34,35
<i>Food supply</i>	pp. 32,33,34,35
<i>Organic food</i>	pp. 48
<i>Local food market</i>	pp. 33,35
<i>Local food and products</i>	pp. 35
Forestry	pp. 7,13,36,
Deforestation	pp. 49
Environmental services	
<i>Environmental technology</i>	pp. 38,39
<i>Environmental indicators</i>	pp. 43
<i>Socio-economic and environmental</i>	pp. 4,6,10
Government and Civil Society	
<i>Civil Society</i>	pp. 8,12,28,29,33,38,46,49
<i>NGO</i>	pp. 38
Housing	pp. 7,8,11,13,15,17,23,25,27,32,43,46,47
<i>Housing and household</i>	pp. 23,43
Industrial sector	
<i>Sustainable Industrial Policy</i>	pp. 15
<i>Industrial policy</i>	pp. 15
<i>Industrial and economic development</i>	pp. 8,31

Tourism	pp.	6,7,13,17,18,23,36,37,41,43
<i>Free time and tourism</i>	pp.	23,43
<i>Sustainable tourism</i>	pp.	18
<i>Tourism sector</i>	pp.	36
Waste - incl. Chemicals	pp.	7,13,15,16,17,21,24,25,26,27,3 7,39,44
<i>Household waste</i>	pp.	44
<i>Municipal waste</i>	pp.	27
<i>Textile/clothing waste</i>	pp.	17
<i>Waste management</i>	pp.	25,26,44
Water	pp.	7,12,13,15,17,36,39,43,44
<i>Water efficiency</i>	pp.	44
<i>Water savings</i>	pp.	17

## References

- Angelo et al. *RiverBlue (a documentary)*. 2014. <http://riverbluethemovie.eco/>.
- Bertelsmann Foundation. *Globalisation Report 2014 – Who benefits most from globalisation?* 2014.
- Clean Cloths Campaign. *Living Wage Defect: It's time to pay a living wage to all garment workers*. 2016. <http://www.livingwagelow.eu/>.
- D'Ambrogio. *Workers' conditions in the textile and clothing sector: just an Asian affair? Issues at stake after the Rana Plaza tragedy*. European Parliamentary Research Service, 2014.
- Dual Citizen. „Green Economy Index.“ 2016.
- ECAP. 2017. <http://www.ecap.eu.com/>.
- European Commission. *Accelerating clean energy in buildings*. 2016e.
- European Commission. *Action Plan for the future of Organic Production*. 2014.
- European Commission. *Communication from the Commission: Clean Energy for All Europeans*. 2016c.
- . *EU position in world trade*. 2016. <http://ec.europa.eu/trade/policy/eu-position-in-world-trade/>.
- European Commission. *Europe 2020 - A strategy for smart, sustainable and inclusive growth*. Brussels: European Commission, 2010.
- European Commission. *European Union Action Plan for the Circular Economy*. 2015a.
- European Commission. *Next steps for a sustainable European future – European action for sustainability*. 2016b.
- European Commission. *Roadmap to a Resource Efficient Europe*. 2011.
- European Commission. *Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP) Action Plan*. 2008.
- European Commission. *The 7th Environmental Action Programme of the European Union*. 2013a.
- European Commission. *The European Union Trade Strategy: Trade for all - towards a more responsible trade and investment policy*. 2015b.
- European Commission. *The impact of EU consumption on deforestation: Comprehensive analysis of the impact of EU consumption on deforestation*. 2016a.
- European Commission. *the revised Sustainable Development Strategy of the European Union*. 2006.
- European Commission. *Urban Agenda for the EU*. 2016d.
- European Commission. *Urban Mobility Package*. 2013b.
- European Environment Agency. *Environmental pressures from European consumption and production*. 2013.
- . „The European environment — state and outlook 2015.“ 2015.
- European Free Trade Association. *EFTA in Figures*. 2016. <http://www.efta.int/statistics/efta-in-figures>.

- Fern. *Stolen Goods: The EU's complicity in illegal tropical deforestation* . 2015.
- Globalization and World Cities Research Network. *The World According to GaWC 2016*. 2016. <http://www.lboro.ac.uk/gawc/world2016t.html>.
- Goldfinger, Steven; Poblete, Pati (eds). *Ecological Wealth of Nations*. Oakland California: Global Footprint Network, 2016.
- Greenpeace. *Timeout for fast fashion*. 2016.
- Krauss and Krishnan. *Global decisions and local realities: Priorities and producers' upgrading opportunities in agricultural global production networks*. 2016.
- Morgan et al. *The True cost (a documentary)*. 2016. <http://truecostmovie.com>.
- Solidaridad. *Commodities*. 2016. <https://www.solidaridadnetwork.org/supply-chains>.
- Theuws & Overeem. *Flawed Fabrics The abuse of girls and women workers in the South Indian textile industry*. 2014.
- Theuws, Sandjojo & Vogt. *Branded Childhood How garment brands contribute to low wages, long working hours, school dropout and child labour in Bangladesh*. 2016.
- UNECE. *Batumi Initiative on Green Economy* . 2016.
- UNECE. *the Paris Declaration*. 2014.
- UNEP/UNECE. *GEO-6 Assessment for the European region*. Nairobi, Kenya: United Nations Environment Programme, 2016a.
- UNEP/UNECE. *European Strategic Framework for Greening the Economy*. 2016b.
- United Nations Development Programme. *Human Development Index and its components*. 2016. <http://hdr.undp.org/en/composite/HDI>.
- World Bank Data Bank. *Population statistics*. 2016. <http://databank.worldbank.org/data/reports.aspx?source=world-development-indicators>.
- . *Share of urban population*. 2016. <http://databank.worldbank.org/data/reports.aspx?source=world-development-indicators>.
- Worldatlas. *World's Largest Cities* . 2016. <http://www.worldatlas.com/citypops.htm> .



**One planet**  
consume and produce with care

