

# Mainstreaming coherent and effective sustainable consumption and production policies, including through circular economy models: Best practices and recommendations

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A project funded by the European Commission



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Online consultations with Member States from the pan-European region  
24th September, 10 am – 11.30 am, CET time.

# Agenda

- 10 am – 10.05 am** Introduction on the mandate of the UNEA-4 Resolution on SCP, and on the key components of the follow-up  
*Claire Thiebault, Associate Programme Officer, UNEP Economy Division*
- 10.05 am – 10.10 am** Presentation of the consultation objectives and key questions  
*Claire Thiebault, Associate Programme Officer, UNEP Economy Division*
- 10.10 am – 10.20 am** Status overview of the inventory of product policies in the pan-European region  
*Vasileios Rizos, Head of Sustainable Resources & Circular Economy, CEPS*
- 10.20 am – 10.30 am** Deep dive: product policies in Germany  
*Ulf D. Jaeckel, Head of Division, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety*
- 10.30 am – 10.35 am** Status overview of the collection of examples of innovative design practices in the pan-European region
- 10.35 am – 11.25 am** Interactive discussion  
*Moderation by Alex Leshchynskyy, Technical Officer, UNEP Europe Office & Jorge Nunez, Associate Senior Research Fellow, CEPS*
- 11.25 am – 11.30 am** Closure and next steps

# Support the implementation of the UNEA-4 resolution on SCP

UNEP/EA.4/RES.1 on Innovative pathways to achieve sustainable consumption and production

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*Operative paragraph 15 requests “the Executive Director to submit a report providing an overview of best practices, including their impact on the design of products and services, minimizing harmful environmental impacts, and coherent product policies to decouple economic growth from environmental degradation through sustainable consumption and production, and providing recommendations for consideration by the Environment Assembly at its fifth session”*

# Key components of the follow-up to the Resolution 1 on SCP

Deliverables to inform UNEA-5 discussions

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1. **A global inventory of coherent product-policies** to decouple economic growth from environmental degradation through sustainable consumption and production;
2. **Collection of good examples of design practices of products/services and their impact**, which minimize harmful environmental impacts;
3. **Formulation of recommendations** on the potential of coherent product-policies and innovative design practices of products & services to support the transition to sustainable consumption and production – in view of informing UNEA-5 discussions.

# Definition of ‘product policies’

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“**Product policies**” refer to the policy instruments which aim at **minimizing the negative impacts of a product throughout its lifecycle** (i.e. during design, extraction of natural resources, production, distribution, use, end-of-use).

Product policies include policy instruments on:

- ✓ extraction of natural resources,
- ✓ eco-design, green technology, use of chemicals, industrial symbiosis,
- ✓ consumer information, eco-labels, sustainable/green public procurement,
- ✓ waste management, extended producer responsibility schemes, single-use products ban,
- ✓ and any other policy supporting driving the demand and/or supply sides towards more sustainability.

*Product policies encompass both voluntary and mandatory instruments.*

# Key consultation questions

For interactive discussion

## (1) Product policies

How **product policies** in your country have been instrumental to preserve the environment?

What are the enabling conditions for higher impact of product policies?

How to create further coherence among product policies?

## (2) Innovative design practices

How is your country performing in identifying and taking up innovative **design practices of products/services**, which minimize harmful environmental impacts?

What are the requirements to implement, replicate and scale up such design practices?

## (3) Role of the international community

What role should UNEP, the UN system and the wider international community play in addressing gaps and challenges highlighted during the above discussions?

# Feedback options

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- A. Share details on your **national product policies**:
  - i. Fill out the online questionnaire: <https://ec.europa.eu/eusurvey/runner/UNEPsurvey>
  - ii. Share details and/or relevant reports by email with Vasileios Rizos, CEPS, [vasileios.rizos@ceps.eu](mailto:vasileios.rizos@ceps.eu)
  
- B. Share **good examples of design practices**, and send supporting material/link/contact details to Vasileios Rizos, CEPS, [vasileios.rizos@ceps.eu](mailto:vasileios.rizos@ceps.eu)
  
- C. Submit **written inputs to the key consultation questions**: Claire Thiebault, UNEP Economy Division, [Claire.Thiebault@un.org](mailto:Claire.Thiebault@un.org); Alex Leshchynskyy, UNEP Europe Regional Office, [alex.leshchynskyy@un.org](mailto:alex.leshchynskyy@un.org)

# Status overview of the inventory of product policies (1/3)

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- Information been has collected through online questionnaire and bilateral interviews between July and September
- CEPS team involved: Vasileios Rizos, Jorge Nunez, Monica Alessi, Cristian Stroia, Julie Bryhn, Irina Kustova and Josephine Andersen



# Status overview of the inventory of product policies (2/3)

## Outreach:

>85 government representatives

40 countries

- Western Europe
- Eastern Europe
- Central Asia

## Survey responses:

24 replies from 15 countries

## Interviews:

6 countries: Finland, France, Germany, Flanders (Belgium), Kazakhstan, Slovenia



# Status overview of the inventory of product policies (3/3)

Selected information collected through online questionnaire, bilateral interviews, literature review

Country	Policy framework	Product policies
Flanders (Belgium)	Circular Flanders	Circular purchasing, financing instruments for circular projects, development of circular toolkit for entrepreneurs, circular city applications
Netherlands	Circular Economy Programme for the Netherlands, 2050 (priority sector plastics)	Use of recycled content in design, reducing production and consumption, and recycling of waste
Netherlands	Circular Economy Programme for the Netherlands, 2050 (priority sector construction)	Circular procurement, strengthening of transparency and information exchange
Finland	More from less – wisely	Eco-labels, pilot-projects on sustainable housing and eating, green public procurement, economic incentives for material efficiency audits
France	Circular Economy Roadmap	Policy approach relies strongly on binding legal commitments. The CE roadmap measures have been transformed into a binding Circular Economy legal act
Sweden	Strategy for sustainable consumption	Lowering VAT for certain repair, consumer campaigns, phasing out harmful chemical
Scotland	Making Things Last - A Circular Economy Strategy for Scotland	Focus on avoiding waste, design, reuse, repair, remanufacturing, and recycling
Germany	National Programme on Sustainable Consumption (NPNK)	Sustainable public procurement, strengthening of environmental and social labelling, promotion of sustainable ICT products, ambitious eco-design
Georgia	Waste Management Code	Extended producer responsibility scheme gradually introduces in packaging, tires, vehicles, batteries and accumulators, WEEE, used oils
Albania	National Strategy and National Plan on Waste Management 2010-2025	Objectives to develop markets for recycled materials and provide waste minimization advice to businesses

# Deep dive: product policies in Germany

Overview of product policies in place, lessons learned

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An intervention from

**Ulf D. Jaeckel,**

Head of Division,

German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

# **Sustainable Consumption and Production in Germany**

Ulf Jaeckel (PhD)

Federal Ministry for the Environment, Nature  
Conservation and Nuclear Safety, Germany



## **Why is Sustainable Consumption important? - Some Facts**

- If people worldwide switched to energy efficient lightbulbs the world would save **US\$120 billion** annually
- In Germany: **30% of electricity** is used for household appliances which makes up 12% of all CO<sub>2</sub>-emissions
- More than **70% of GHG** are caused by consumption decisions
- The major cause for **loss of biodiversity** globally is food production
- Each year, **one third of all food produced** – equivalent to 1.3 billion tonnes worth around \$1 trillion – **gets wasted**



## Opportunities and Barriers

What do Germans think about sustainable consumption?

- **60%** think that **we need to consume less** and more resource efficient
- However: Gap between what people think and how they act

Barriers:

- Measures are often highly unpopular
- Information deficit vs. Information overflow
- Routines of daily behavior/ Path dependencies
- Availability of affordable alternatives
- Lifestyle, status considerations, and social norms



# National Program for Sustainable Consumption

- Adopted in February 2016 by the Federal Government of Germany

## Guiding Principles

- Program as a **platform**
- Sustainable Consumption needs to evolve from **niche market into mainstream**
- Consumers have to be **empowered** to consume sustainably
- All parts of the **society** have to be involved and able to actively participate
- **Life-cycle approach** (no outsourcing of problems)



# **National Program for Sustainable Consumption**

## **Cross-cutting instruments:**

- Societal Discussion about (change of) Lifestyles
- Education
- Consumer Information
- Environmental and Social Labels
- Eco-Design
- Sustainable Public Procurement
- Research on Sustainable Consumption
- Social Innovations
- Monitoring on Sustainable Consumption





# **National Program for Sustainable Consumption - Six Thematic Fields**

## **Mobility**

Support climate friendly forms of mobility; foster the interconnectedness of different forms of mobility; facilitate short distances in daily life

## **Nutrition**

Sustainable nutrition as health concept; minimizing food waste; strengthening regional food systems etc.

## **Home and living**

Support of resource efficient appliances, efficient heating systems etc.



## **Six thematic fields (2)**

### **Work and office**

Promote the longer use of ICT products, recycled paper, use of homeoffice

### **Clothing**

Raising awareness on consumption of clothes and circumstances of their production; support recycling of textiles and use of new, less impactful fibres etc.

### **Tourism**

Transparency in sustainable tourism; support of climate friendly vacation etc.



## Implementation

- Interministerial working group on sustainable consumption established June 2015
- Competence Centre for Sustainable Consumption
- One stop internet information platform
- Monitoring by new concrete indicators in the German Sustainable Development Strategy:
  - Market share of sustainable products (marked with reliable labels)
  - Energy consumption and GHG per capita for consumption purposes (taking into account import/export of GHG)
  - Amount of food waste
  - Sustainable public procurement



# **Competence Centre for Sustainable Public Procurement**

Political decision of the Federal Government in 2010

Competence Centre part of the Procurement Agency of the Ministry of Interior

Central information point for federal, state and community level (one e-mail address, one phone no.)

Provision of information on

- sustainable products (labels, benchmarks etc.)
- procurement processes (best practice examples, procedures etc.)
- legal provisions and implications

Cooperation with other federal procurement agencies (Ministry of Defence etc.) and already existing information sources

Training courses



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

## Blue Angel



First ecolabel in the world

Logo given by UN,

Well known (90%) and taken into account for purchasing decisions (about 40%)

More than 110 product groups

More than 12000 products and 1000 companies

Most important product groups: Paints, printers, recycled paper

Stands for environmental quality and credibility

Blue Angel used by international companies and also on international markets

Cooperation with other labelling schemes (e.g. Thailand, China, South Korea, Nordic Swan etc.)



## Criteria Development



Based on scientific studies

Dialogue with producers

Stakeholder involvement

Ambitious criteria (best 25% of the market)

Updated on a regular basis (4 years or less)



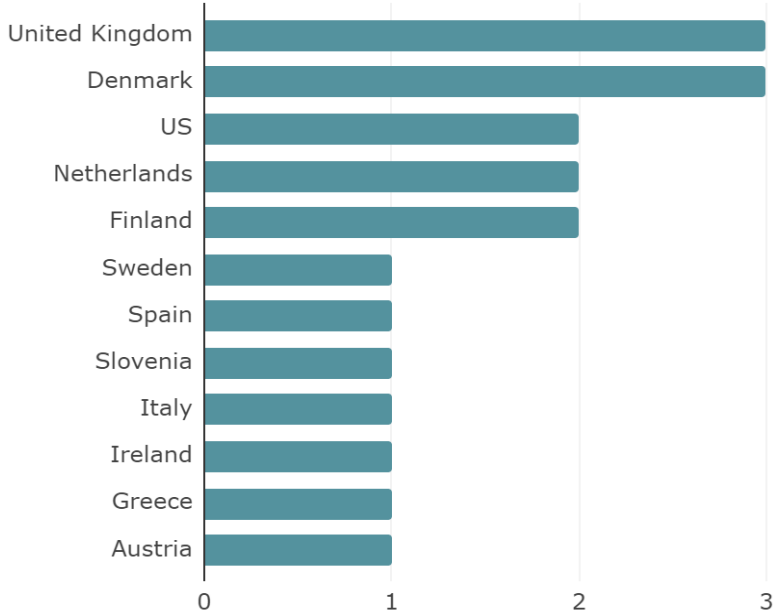
Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

**Thank you**

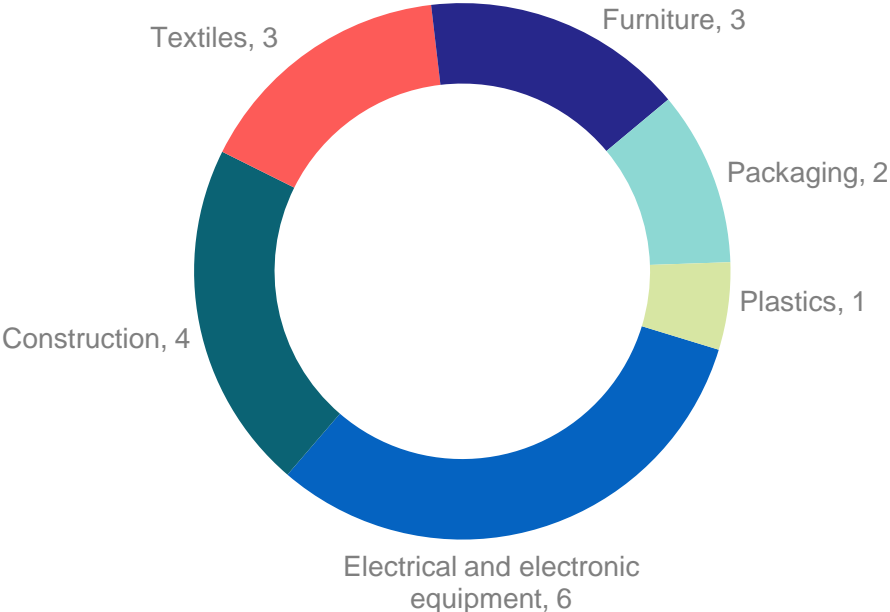
[ulf.jaeckel@bmu.bund.de](mailto:ulf.jaeckel@bmu.bund.de)

# Overview of good examples of design practices in the region (1/2)

Number of examples by country

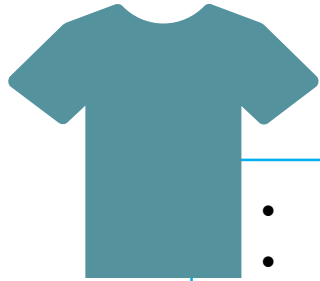


Number of examples by sector



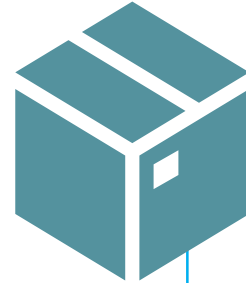


# Overview of good examples of design practices in the region (2/2)



## Teemill


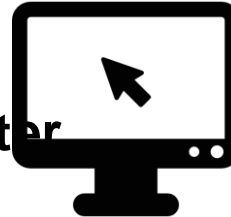
- Rethinking clothing
- 100% recyclable
- Printed in real time on demand
- Takeback system w/ integrated QR code
  
- Key challenges: linear economy, cost, awareness, lack of mono-material waste
- Key enablers: technology, systemic approach, takeback system
  
- Scalability: yes



## RePack

- Rethinking packaging
- Made from recycled materials
- Reusable (20+ times)
- Foldable for easy (prepaid) returns
  
- Key challenges: ?
- Key enablers: ?
  
- Scalability: ?

# Interactive discussion

Use your phone  or computer 

Connect to **Slido.com** and insert the code **UNEP24**

Join at  
**slido.com**  
**#UNEP24**

Or scan the QR code with your phone



# Next steps & closure

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**Submit written inputs to formulate recommendations until October 7<sup>th</sup> to:**

Alex Leshchynskyy, UNEP Europe Regional Office, [alex.leshchynskyy@un.org](mailto:alex.leshchynskyy@un.org)

Claire Thiebault, UNEP Economy Division, [Claire.Thiebault@un.org](mailto:Claire.Thiebault@un.org)

**Share inputs on national product policies and good examples of design practices until October 30<sup>th</sup> to:**

Vasileios Rizos, CEPS, [vasileios.rizos@ceps.eu](mailto:vasileios.rizos@ceps.eu)

# Thank you for your participation



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