


Sustainable Consumption and Production in Asia and the Pacific: **Policy overview and collaboration Opportunities**



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Key messages

1. there is increasing material consumption above regenerative capacities;
2. Countries have taken steps to address unsustainable consumption and production issues, but these are mostly downstream or peripheral approaches
3. There are opportunities for more rigorous action to shift to patterns of SCP...
4. ...and need immediate action!

Growing contrasts

Diminishing natural resources

Increasing production

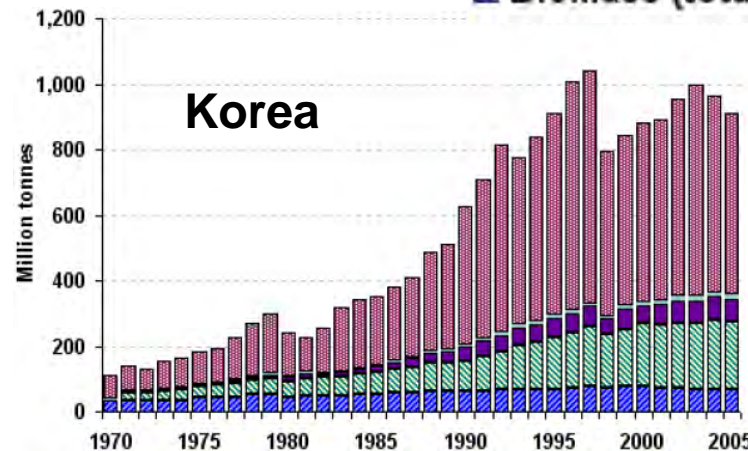
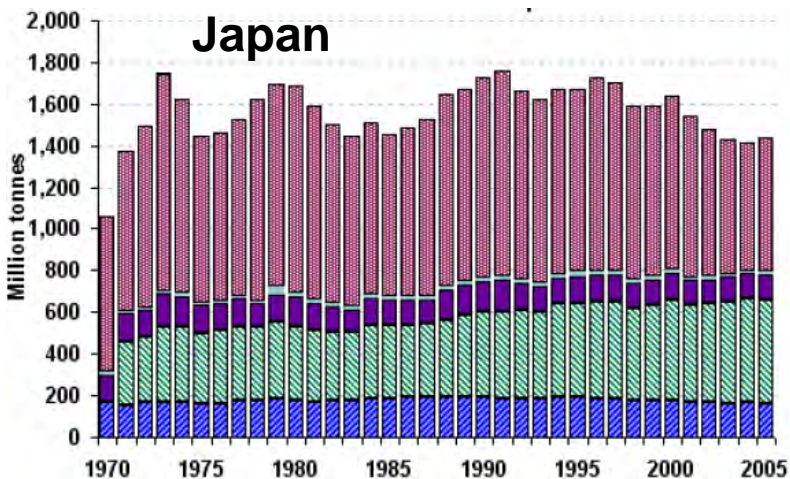
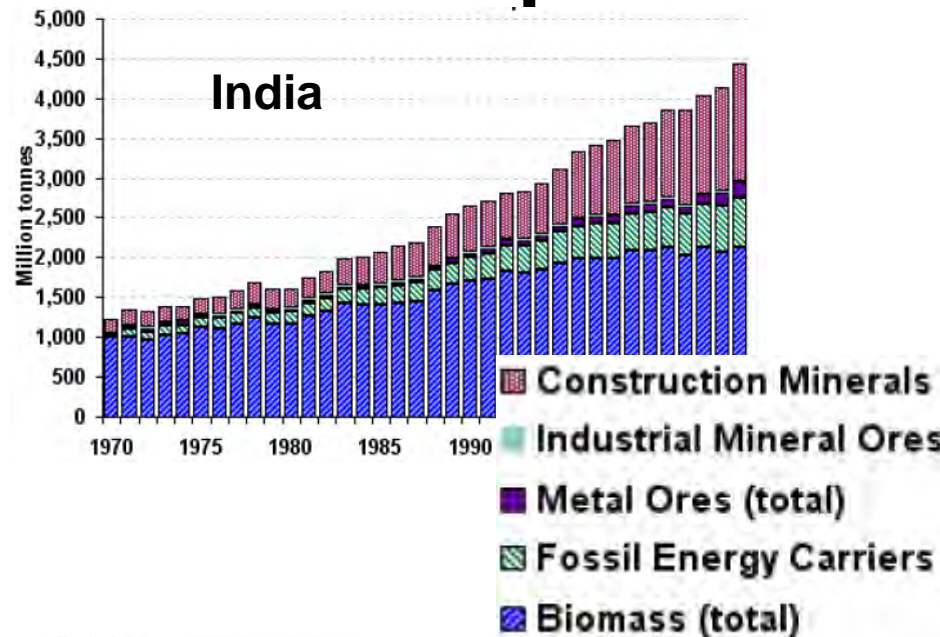
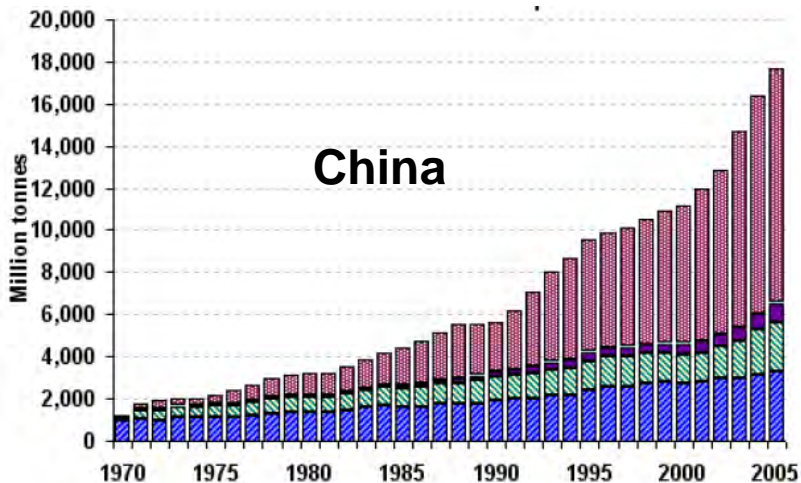


VS

depleting natural resources



Total Domestic material consumption



Source: CSIRO, 2010

Social dichotomy

Rising poverty

vs

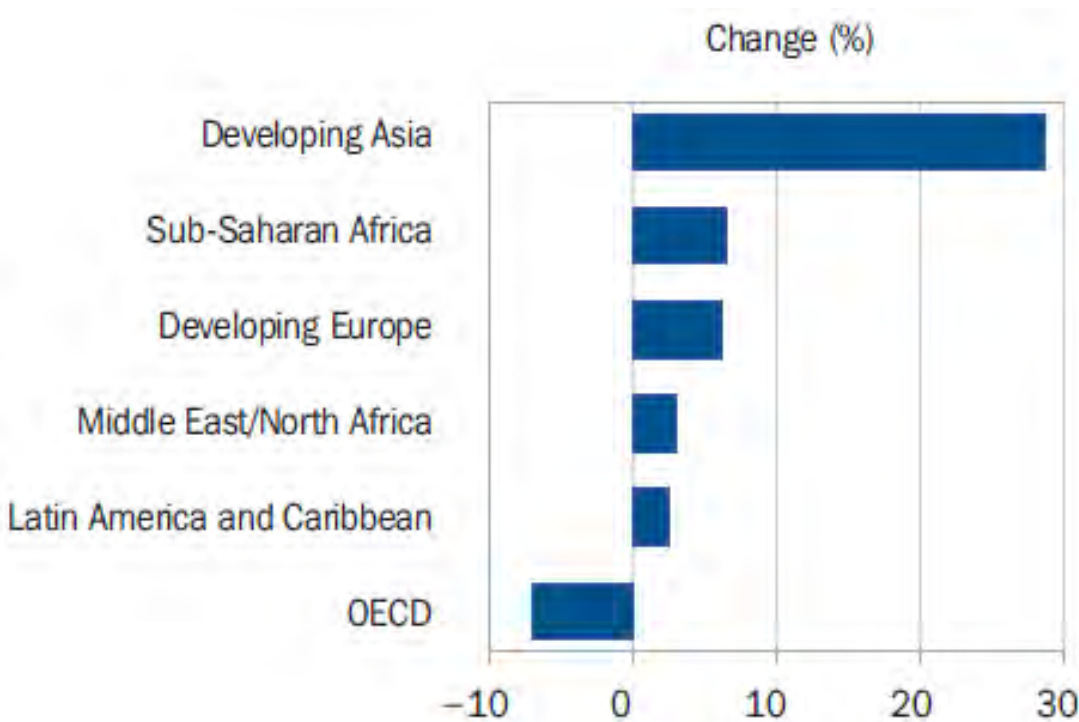
Rising consumerism



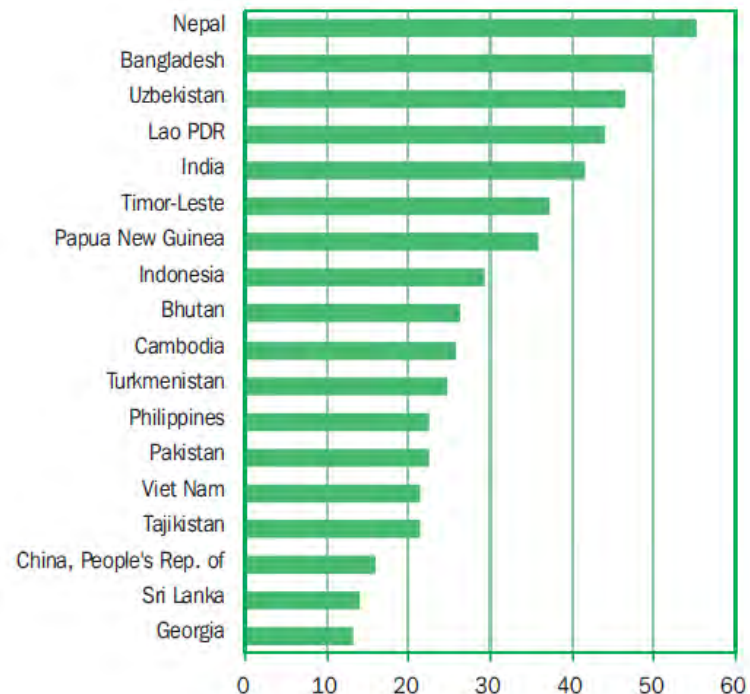
AP / Greg Baker

Emerging consumer class

Change in size of middleclass by region; 1990 - 2008



Economies with More than 10% of Pop. Living on Less than \$1.25 a Day



Source: ADB, 2010

Increasing waste and pollution

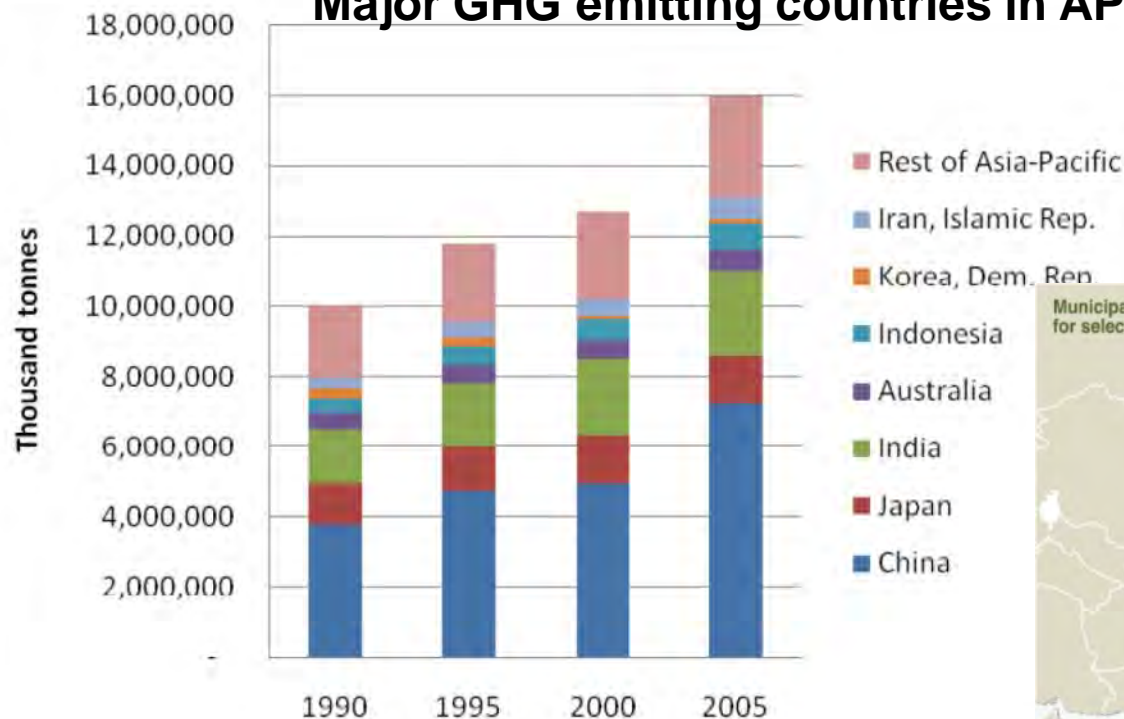
Increasing waste/pollution

VS

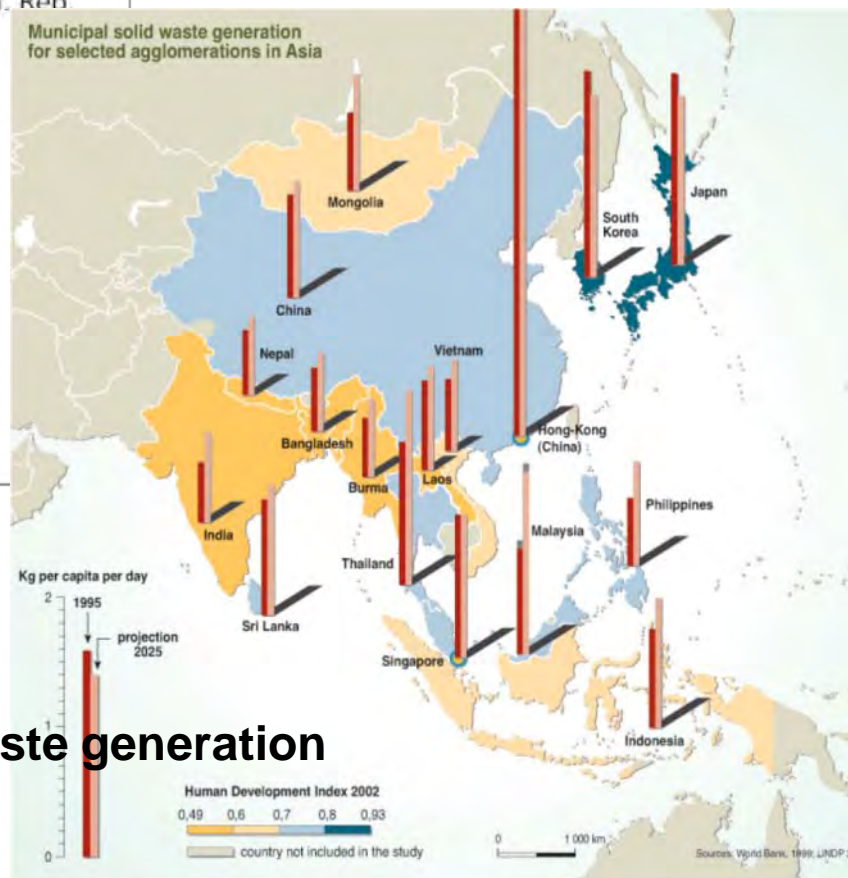
decreasing sinks



Major GHG emitting countries in AP



Source: World Bank Indicators,



Municipal solid waste generation

National SCP Strategies

Different routes, same destination

China: Circular Economy



- Promoting research
- Providing government financial support for sustainability
- Construction of eco-industrial parks,
- Extending producer responsibility
- Using a 3R approach
- Setting up pilot projects

Japan: New Growth Strategy, Green Innovation, and Asia

•2010: “New Growth Strategy” Green Innovation and Asia = Revitalizing Japan’s Economy



Green innovation in collaboration with Asia

- Incentive for green production, procurement, and consumption (eco-point and eco-car tax reduction)
- Integration of environmental policy and innovation policy
- Promotion of eco-infrastructure (eco-town collaboration in Asia)
- Shift Japan’s strength in low carbon technology, recycling and culture in harmony with nature into engine for new growth

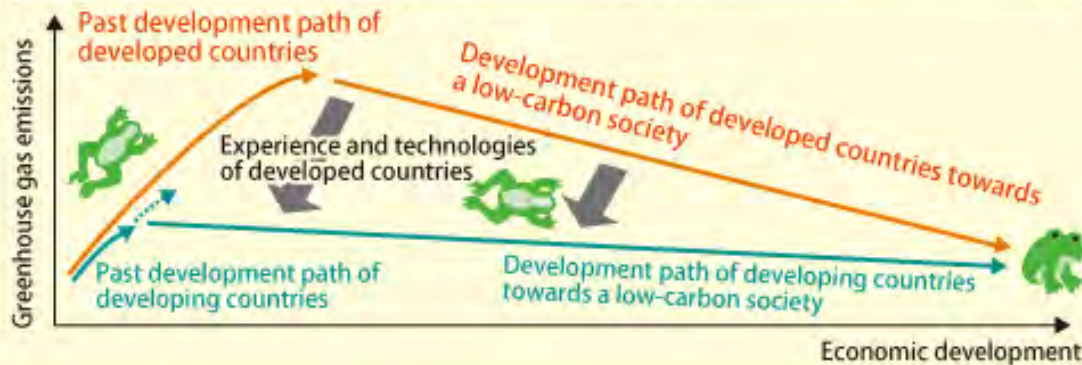
Japan regional SCP activities

Clean Asia Initiative

Central to the idea of an Asian Economic and Environmental Community

- Asian model with low carbon society and a sound material-cycle society
- Achieving economic development while living in harmony with nature, and establishing a sustainable society

Leapfrogging of developing countries

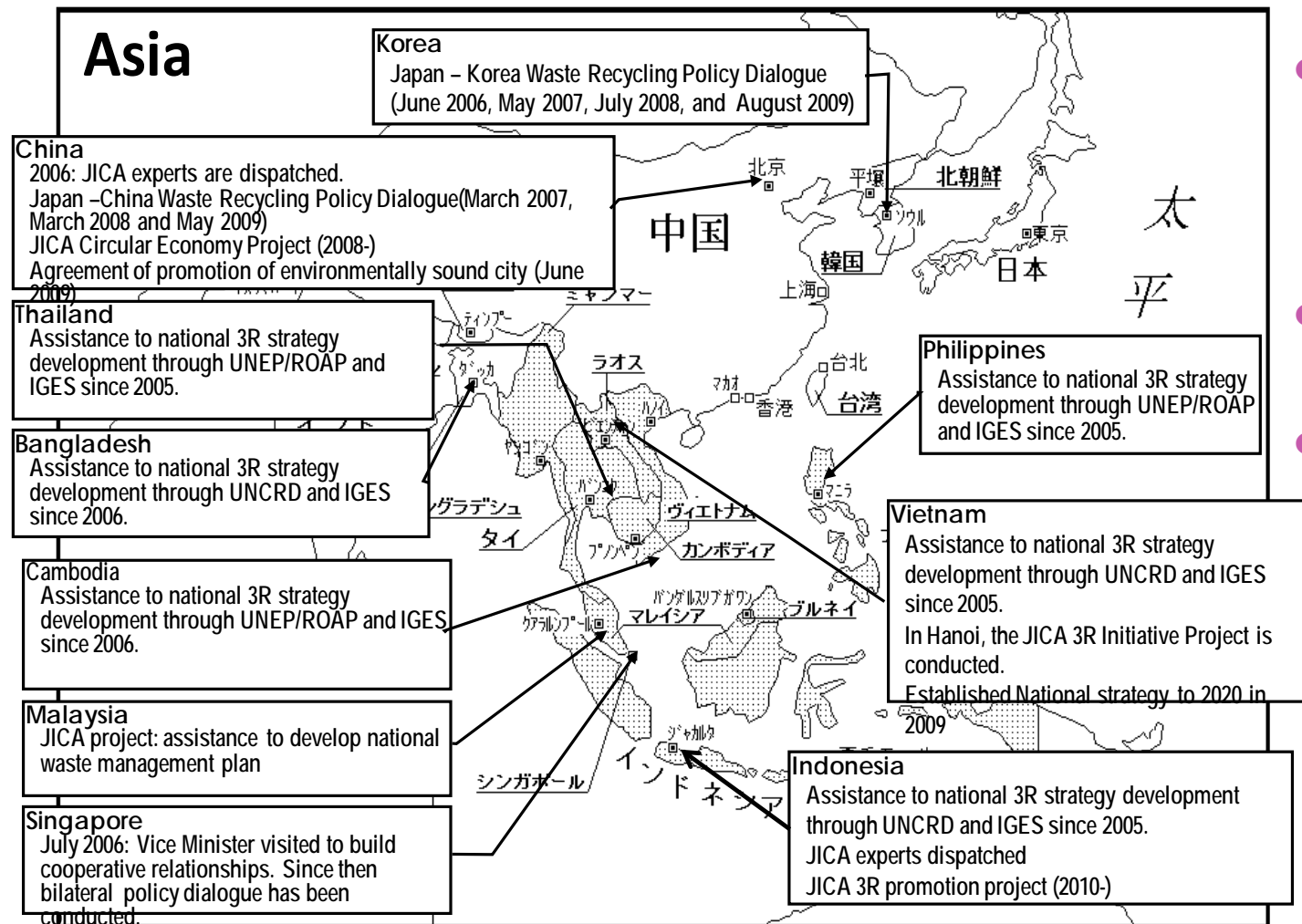


<http://www.env.go.jp/earth/coop/coop/english/cai/about.html>

Initiatives under CAI:

- Regional 3R Forum in Asia
- Regional EST Forum
- Water Environment Partnership in Asia (WEPA)
- Env. Leadership Initiatives for Asian Sustainability (ELIAS)
- International Research Network for Low carbon Society (LCS-Rnet)
- E. and SE Asia Biodiv. Info Initiative (ESABII)

Regional 3R Forum in Asia



- Inaugural meeting and launch in Tokyo, 2009
- Last Meeting in Malaysia, 2010
- Next meeting in Singapore, 2011

Republic of Korea: National Vision for SD

•2006: NSDS 2006 - 2010



- Sust. man't of natural resources
- Social integration and national health promotion
- Sust. economic dev.
- Climate change and global env. Issues
- Education for SD

- 2010: Framework Act for Low Carbon Green Growth
 - Presidential Committee on Green Growth

Lays out a strategy towards “creating the green technology and the green industry to ensure that the economy and the environment are harmonized, encouraging green buildings, and helping people to lead a green life”

Thailand: Sufficiency Economy

- **Economic and Development Plan 2006-2011**
- **Guidance manual: 2007 - 2036**



A balanced state of happiness, Self-sufficiency, Social security

Seeks a balance between society at local level and market in a global context

Bhutan: Gross Domestic Happiness



The Middle Path:
National Environmental
Strategy for Bhutan

Cambodia



- NSDS formed by consolidating:
- Socio-Economic Dev. Plan
- National poverty Reduction Strategy
- Rectangular Strategy
- National MDGs and Action Plan

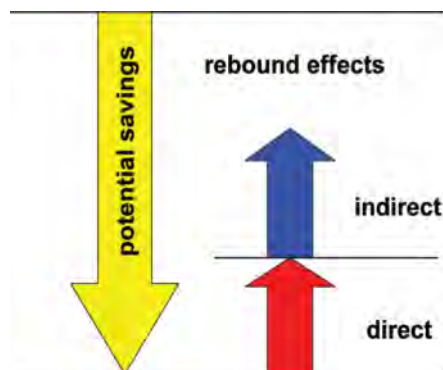
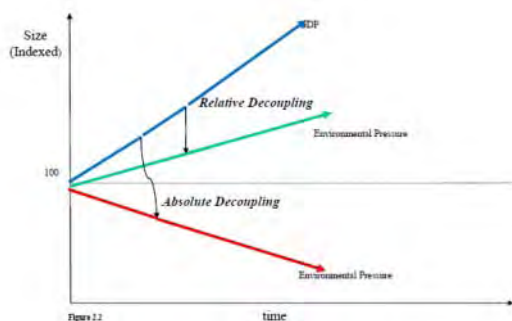
Conclusions

- The economic system frames consumption and production: patterns observed among categories of industrialized economies, emerging economies, and LDEs
- Most economies have developed SCP policies (either as stand-alone or integrated in NSDS)...
- ...but there is limited implementation, and even more limited evidence of a shift in the region to SCP
- There is evidence of collaboration in waste management strategies, but limited evidence of practical collaboration in other core SCP areas

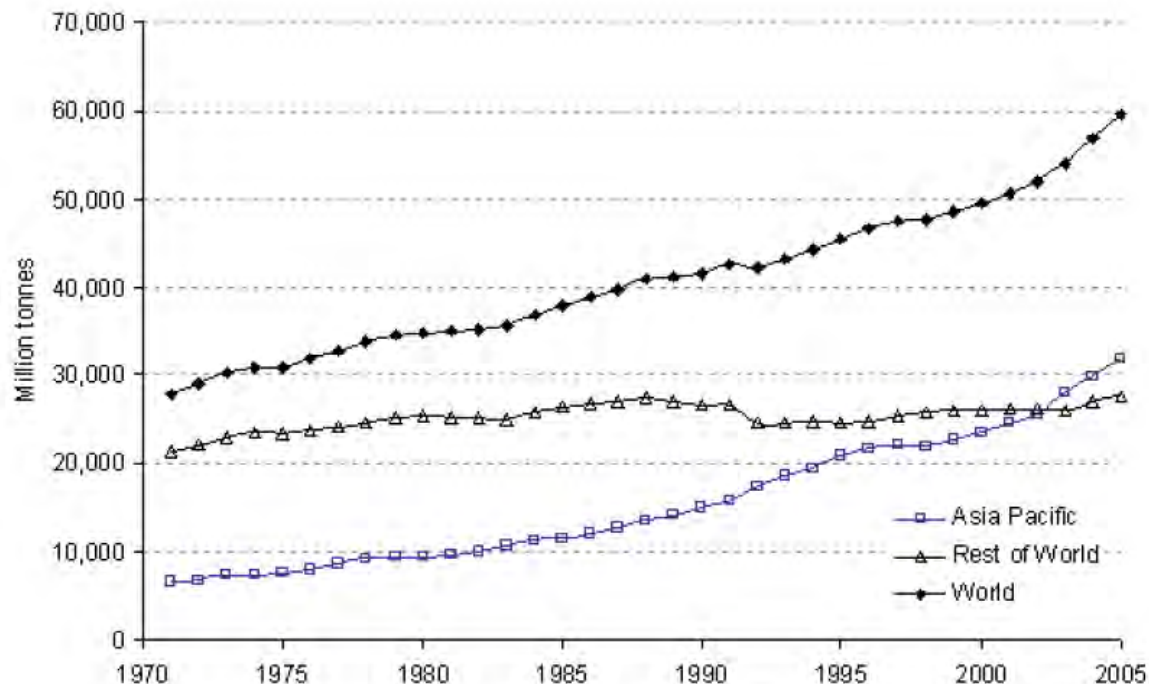
Conclusions II

- Narrow focus on downstream and/or peripheral solutions:
 - eco-efficiency vs economic restructuring;
 - waste management vs resource efficiency;
 - consumer information vs integrated education for SCP

No decoupling

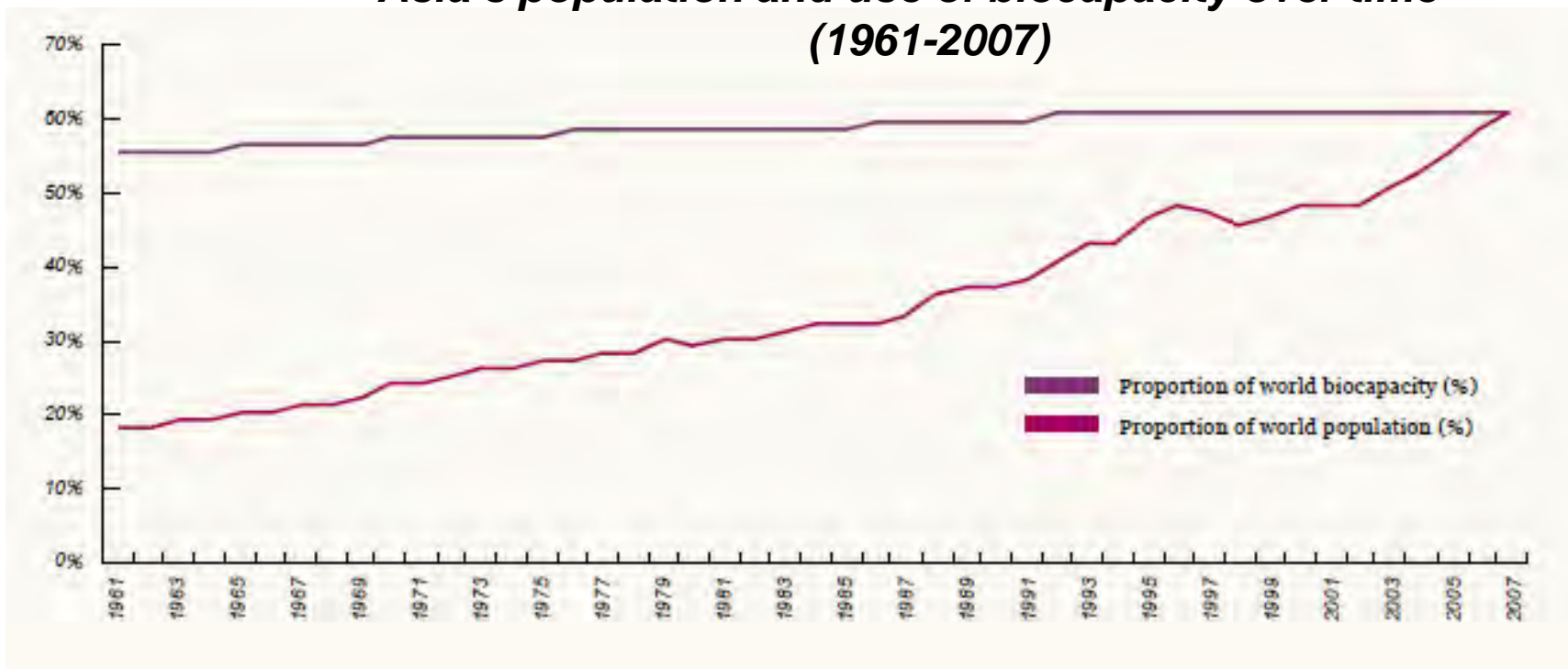


Domestic material consumption (1971 – 2005)



Low biocapacity in region

Asia's population and use of biocapacity over time (1961-2007)



Source: Global Footprint Network, 2010

Conclusions III

- Information vs education/capacity building

Focus on providing information to consumers instead of capacity building for all stakeholders (consumers, businesses, and government)

- evidence shows that green consumerism has limited influence to bring a shift to a green economy.

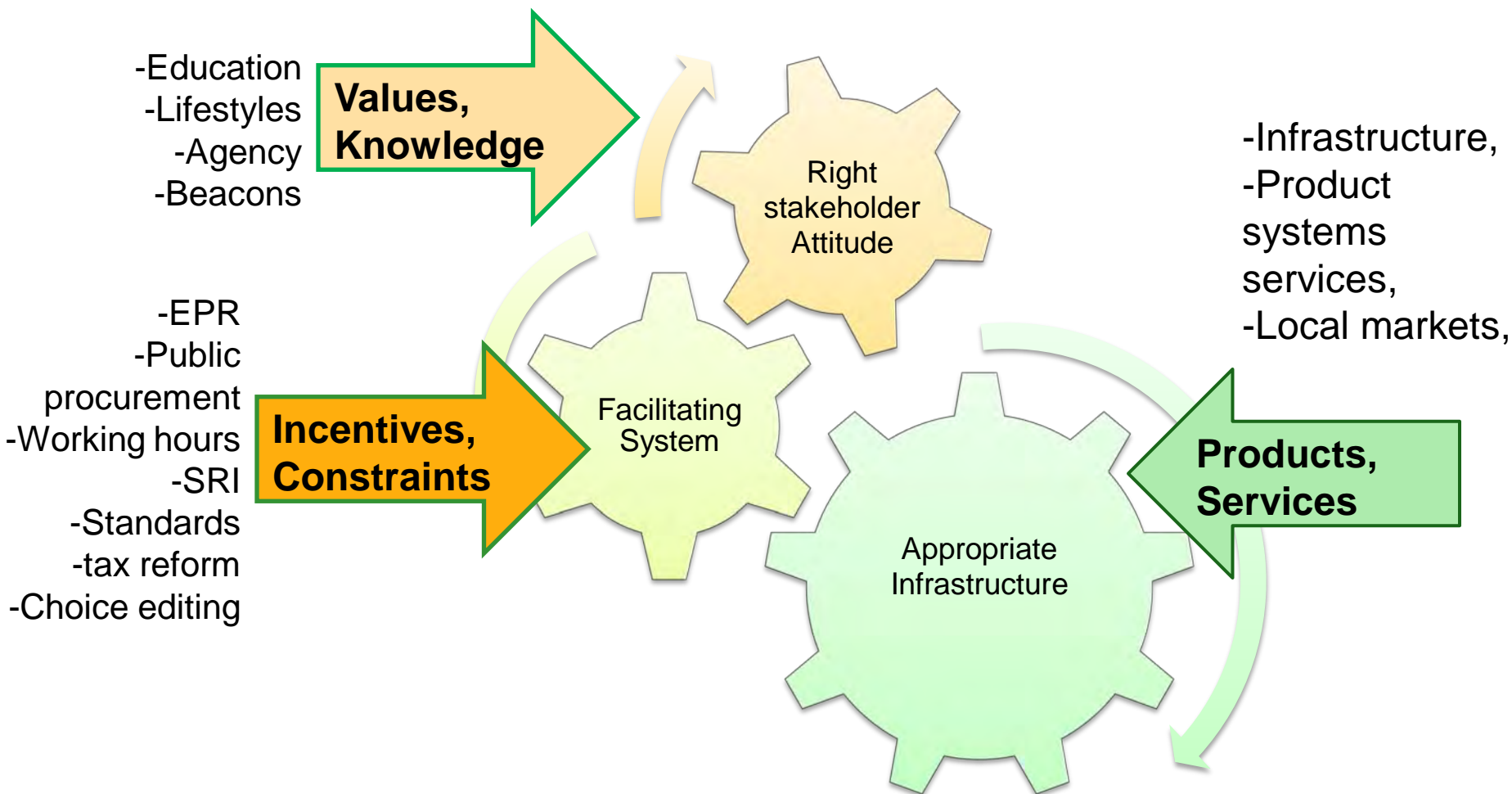
Priority areas for SCP Policy in AP

- Energy
- Housing
- Mobility
- Food
- waste
- Cities planning and sustainable urban infrastructure
- Sustainable Lifestyles
- Poverty reduction
- Capacity Building for ALL stakeholders

A Broader SCP focus for AP

- A renewed focus on resource efficiency
- Changing the way we measure development: Integrating societal well-being and ecological elements
 - (e.g. developing communities, dematerializing to services, reducing working hours, etc)
- Creating a brave new vision for AP that challenges the Western economic growth orthodoxy

Framework for shift to SCP



Opportunities for TEMM leadership for collaboration on SCP in Asia and the Pacific

Opportunities I

- CSD 19 session, 2011
 - propose concrete programs to be included in the 10-Year Framework of Programs for SCP
- Rio+20, 2012
 - develop common position to ensure Asian interests are reflected in outcomes
 - Develop concrete indicators for a Green Economy

Opp. II: WG on SCP in ASEAN+3

WG will:

- Provide technical and policy input to national and regional processes;
- Build a regional clearing house for SCP research, actions, policy;
- Facilitate info exchange among countries, institutions, experts, practitioners;
- Commission research for a regional vision-building towards a transition to a sustainable AP

Opp. III: Regional Harmonization

Green economy harmony:

Harmonize economic frameworks and technical standards across national borders.

Transform markets towards SCP by introducing cost internalization mechanisms ecological, tax reform, and phasing out of unsound and socially unjust subsidies.

Traditional knowledge, local practices and rural communities are aspects of SCP and should be reflected in a Green Economy.

Transitional Economic models framing production consumption & patterns

Business as Usual

- GDP growth
- Consumerism
- Efficiency
- competition
- Market liberalism
- National interest
- Un-economic growth, collapse

Green Economy

- Green GDP
- Decoupling
- Green consumerism
- Eco-efficiency
- Regional interest
- Rebound effect, postponed collapse

Sustainable society

- well-being, happiness
- cooperation
- Global interest
- Ecological limits
- Steady state economy

We are Here!

systems transformation



Thank you!

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