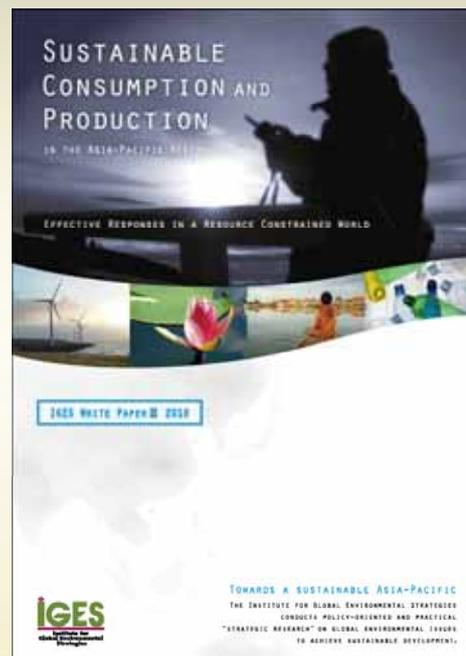


# IGES White Paper III

## IGES白書

*International Forum for Sustainable Asia and the Pacific (ISAP2010)*



## Objectives/目的

Utilize fourth phase research capacities under a common theme to deliver key messages on a strategic topic;

Revitalize and update knowledge on sustainable consumption and production (SCP) in the Asia-Pacific region using original IGES research and comprehensive reviews of existing literature;

Establish a platform of up to date responses to current SCP issues, in particular by emphasizing consumption, as a contribution to regional and international processes for SCP.

# White Paper Contents /IGES白書 内容

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- I. We are what we consume  
– Sustainable consumption in a resource constrained world

## Stakeholders

- II. Sustainable packaging
- III. Education for sustainable consumption
- IV. Corporate environmental information disclosure and sustainable production
- V. Local initiatives for sustainable consumption
- IV. Community engagement in SCP

## Natural Resources

- VII. Fresh water and sustainable consumption
- VIII. SCP and tropical forests
- IX. Renewable energy and low-carbon energy
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## Cross-cutting and Trans-boundary Issues

- XI. Sustainable buildings and transport – climate imperatives in Asia
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## Conclusion

- XIII. Conclusion  
– key messages, enabling conditions, stakeholder roles, and policy recommendations

# Overview/概要

WP3 puts forward an overarching hypothesis that **sustainable consumption** can drive **sustainable production** and lead to structural changes in the Asian economy, which in turn will form a virtuous circle and encourage ever-increasing sustainable consumption.



## Findings/成果

Asia and the Pacific already has about 700 million global class consumers and the number is growing rapidly, fuelled by globalization and urbanization. At this pace we need 4-5 planets.

Well intentioned consumers have little control over what they consume if environmentally sound choices are not available.

Consumers and producers are beginning to follow the 6 re-philosophy: (i) **re-thinking** the product and its functions (including replacing goods with services); (ii) making products that are easy to **repair** and ensuring that skilled tradesmen are trained in repairs; (iii) **replacing** harmful substances in products with safer alternatives; (iv) designing products for disassembly so that parts can be easily **re-used** or recycled; (v) **reducing** energy, material consumption and impacts throughout the product's life cycle; and (vi) **recycling**.

**But much more needs to be done.**

## Findings/成果

The world cannot consume its way out of growing resource limitations, but can only stave off the most damaging effects, while a new social and economic structure is pieced together.

Governments have a special role to play in making sure the enabling factors are in place so that producers can offer the necessary sustainable choices and consumers have incentives to take the least damaging product.

Some of these enabling factors include consumer education, corporate information disclosure on environmental aspects of products, promoting local initiatives, mandating renewable energy provision, promoting food security and food safety, requiring energy conservation in the building and transport sectors, and empowering communities to undertake sustainable consumption practices.

## Findings/成果

Consumers purchase goods and services for a wide range of reasons, often far removed from the functional properties of their purchases. Consumption motivations are intensely personal.

Understanding the psychology of consumption is essential in designing information campaigns and education programs to combat unsustainable consumption.

The role of the media is also critical as young children are exposed to thousands of hours of advertising before they reach school age. Children need to learn that consumption is not a sure route to happiness, before they become addicted to shopping.

As Asia urbanizes there is no need to follow outdated urban forms, inefficient building designs, or personalized mobility and Asia is just at the start of a long-term trend towards a predominantly urban society – the future city form is crucial for sustainable consumption.

## Key Messages/キーメッセージ

The WP3 shows that the best results are achieved when all stakeholders work together to achieve a common vision of sustainable development for current and future generations.

WP3 illustrates how multiple stakeholders have their individual roles to play but also they are encouraged to form partnerships, roundtables, agreements, harmonized standards and other forms of cooperation to achieve the common aspiration of SCP.

Multistakeholder cooperation is essential for the future of a planet currently imperilled by over-population and over-consumption and facing the prospects, for the first time in human history, of breaching the planetary boundaries that characterize our life support system and the habitats of the millions of species that share the planet with us.

# Conclusion/結論

- Consumers may feel powerless in changing the production behaviour of companies let alone the underlying structure of the economy through each consumption choice. The power comes from the accumulated impacts of millions of consumption choices made every day, but there are few obvious avenues to channel that cumulative impact into the driving force of SCP.
- Therefore, governments have a critical role in changing the asymmetry between consumers and producers. As large consumers, through green procurement their purchasing power can change some production decisions. The balance between sustainable and unsustainable products can be changed through effective policies. They can ensure that consumers are educated and informed about the consumption choices they make through mandatory (or voluntary) eco-labelling, embodied carbon labelling, improved content labelling, and other information and education campaigns for sustainable consumption.
- Above all, they can abandon the myth that any kind of production and consumption is good, provided it leads to economic growth.