



Why Sustainable Consumption and  
Production is good business ?

What UNEP as an UN specialized agency has  
been doing to promote SCP ?



# UNEP in brief

**Stockholm 1972** – United Nations Conference on the Human Environment

To inspire and guide the peoples of the world in the preservation and enhancement of the human environment

**Rio De Janiro 1992** - United Nations Conference on Environment and Development

To establish a new and equitable global partnership through the creation of new levels of cooperation among States, key sectors of societies and people

**Rio De Janiro 2012** – United Nations Conference on Sustainable Development : Inclusive Green economy given by Heads of state “ Adoption of 10 YFP on SCP”



# How UNEP works

## Bridge Science and Policy

- Develop tools, methodologies, **systems and policies to ensure sustainability**
- Produce scientific assessments to look at impacts from economic growth and development onto environment (vice versa)
- Adopt a **multi-stakeholder approach** in generating sustainable solutions
- Facilitate and create policy dialogues

# The Future We Want



# Green Economy

A Green Economy is one that results in increased human well-being & social equity, while significantly reducing environmental risks & ecological scarcities.



A Green Economy is one whose growth of income and jobs is driven by investments that reduce carbon emissions and pollution, enhance efficiency and sustain biodiversity and ecosystem services.

# Resource Efficiency : Focal Areas

- Resource management: Particular focus on **water, energy, waste** and minerals
- Cleaner production: work in various sectors in order to decrease the environmental footprint of the Industry. Life cycle approach. Sustainable product design
- Sustainable Consumption: Eco-labels, accreditation and certification schemes, campaigns. **Sustainable public procurement**
- Sustainable urban development: Sustainable Buildings and Climate Initiative, Green architecture
- Policies for resource Efficiency: Green Economy Initiative, International Panel on resource management

# Resource efficiency

- Stimulate demand for sustainable products and services
- Create an enabling policy environment for RE and SCP in the National level and Integrate RE and SCP issues in the regional and national policy agendas
- Facilitate a shift of investments towards a Green Economy in key countries
- Create a portfolio of best practices on RE/SCP on the basis of regional/national experiences

# Sustainable Consumption and Production

## - SCP

The creation and use of services and related products, which respond to basic needs and bring a better **quality of life** while minimising the **use of natural resources** and **toxic materials** as well as the **emissions of waste and pollutants** over the life cycle of the service or product so as not to jeopardise the needs of future generation



# SCP holistic approach



# What UNEP is doing on SCP

# 10-year Framework of Programmes (10 YFP on Sustainable Consumption and Production)

possible areas of programme development : Implications to Business Sector

- Consumer information
- Sustainable lifestyles and education
- Sustainable public procurement
- Sustainable buildings and constructions
- Sustainable tourism including ecotourism

The ability to use and comply with these standards will create a **competitive advantage** → **business opportunity**

# What UNEP is doing - Implications to the Asia and the Pacific region

## Regional

Asia Pacific Roundtable on Sustainable Consumption and Production  
(<http://www.the10thaprscp.com/>)

- Born in 1997
- a forum to discuss and take forward the ideas of Cleaner Production and share results regionally would speed up the process of getting the new concept accepted.
- More than 400+ participants from various sectors to discuss the latest issues and trends.

Along the way, Cleaner Production has changed into the more challenging topic of Sustainable Production and Consumption.



# SWITCH-Asia Policy support Component

## SWITCH projects

What is it:

A 5.5 year project that supports those who want to make a "switch" to SCP in Asia.

•It's objectives are to:

**(1) Create an enabling environment** to strengthen or initiate policies helping to mainstream SCP and RE in regional sub-regional and national development programmes.

**(2) Assist stakeholders** in the project countries (government, private sector, civil society), in **designing and implementing specific policy-oriented activities** to shift towards Sustainable Consumption and Production.

# SWITCH-Asia Policy support Component (2)

- Our next event: a workshop to frame sustainable consumption in Asia and identify policy options (June 2013, Kathmandu).
- Other topics identified by governments: SCP indicators, access to financing for SCP, 'greening' finance
- More information: <http://www.switch-asia.eu/switch-policy.html> (switch.psc@unep.org)

# In Thailand

Works with/through MoNRE

Encourages potential factories/manufacturers in these three following sectors: food processing, building material and production, and automotive parts industry.

The target is to work with 10 factories to achieve the Green Industry Mark standard. ([www.scp-thailand.info](http://www.scp-thailand.info))



# In Thailand

## Policy Updates:

The target was to have around 90% of the total procurement to be green within 5 years for 3 main bodies:

- (1) 170 government departmental level agencies,
- (2) 50% of local municipalities and
- (3) 100% of academic sectors.

And the government will have to adjust its bidding process to facilitate the green product procurement.

# In Thailand

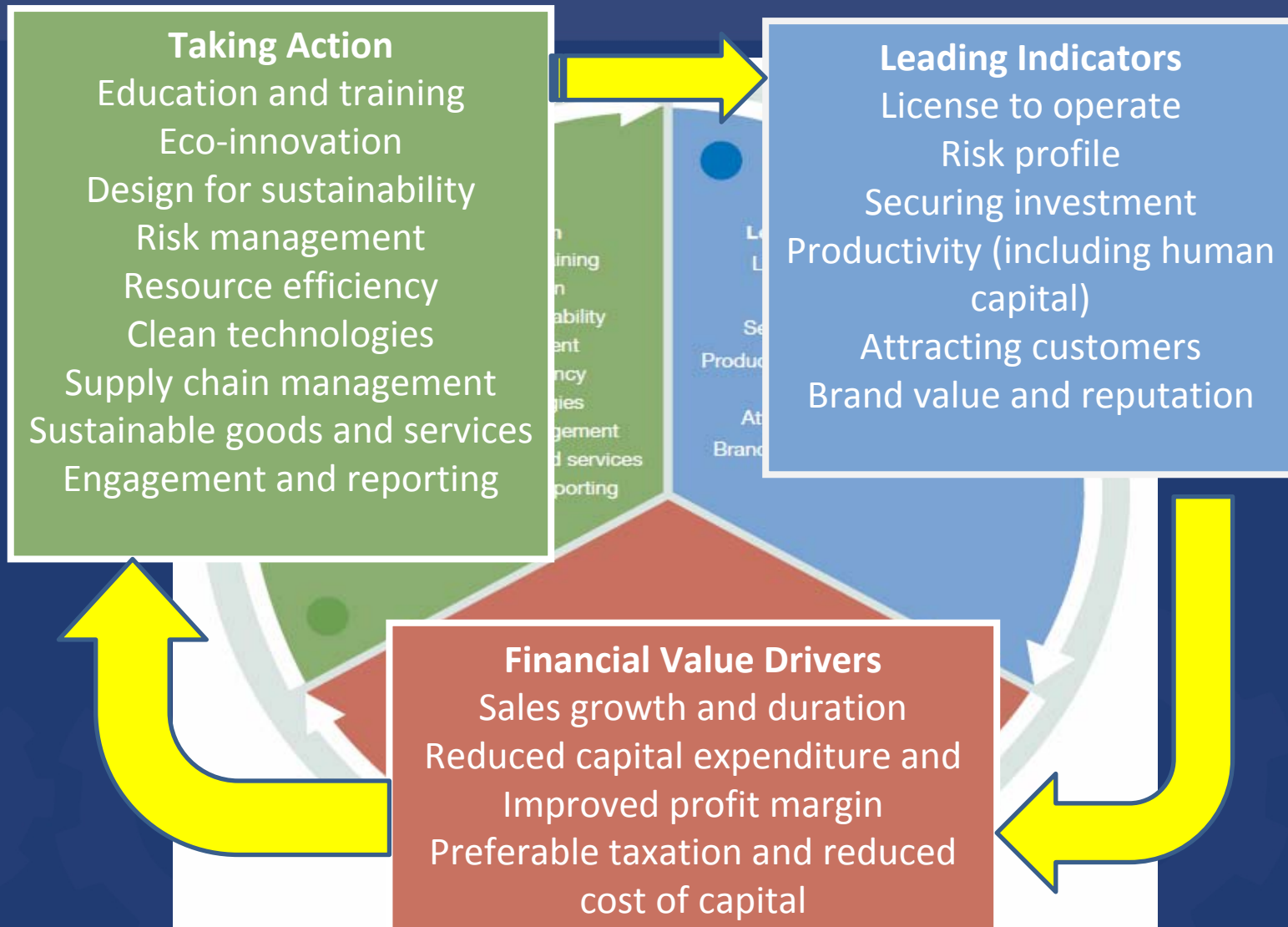
- Only 1.21% of factories registered, are purely green industry ie. waste recycling, energy-related.
- what is lacking in the whole systems is M&E component.

# The Business Case for the Green Economy at a glance

## **Green Economy benefits to business include:**

- More resilient supply chains
- New investment opportunities
- Increased consumer demand for sustainable goods and services
- Sales growth and duration of sales
- Training and job creation
- Reduced dependency on natural resources
- Mitigation against the negative financial risk from environmental impact

# Green Business Case Model



# Business cases

General Motors saved more than **US\$ 30 million in 6 years** through their resource productivity programme, they also **reduced waste volume by 40 per cent.**

In the offshore wind turbines (power plant) alone, **employment** in Europe is projected **to grow to 150,000 by 2020 and to over 200,000 by 2030.**

Grupo Bimbo in Mexico **saved** approximately US\$ 700,000 and 338,400 m<sup>3</sup> of **water** in 3 years through its water reduction programme.

Through a Sustainability Framework and Ethical Model Factories, Marks & Spencer has worked with factories **to improve process efficiency as a means to increase wages, reduce working hours and protect the quality of products.** Productivity in its **Bangladeshi Ethical Model Factories** increased by 42 per cent; staff turnover dropped from 10 per cent to 2.5 percent; and absenteeism from 10 per cent to 1.5 per cent.

### Case: Sompo Japan Insurance Inc. (2010)

- Public private partnerships can provide the enabling conditions and help manage risk in the transition to a Green Economy.

### Case: AVIVA UK (2011)

- Insurance solutions for sustainable goods and services represent a new market opportunity that has the potential to incentivize green businesses and effective risk management.

### Case: Federacion Nacional de cafetaros, Colombia (2009)

- Sustainable supply chains allow SMEs to reap the benefits of the GE transition

### Case: SEKEM Group (2007)

- Adding value to a resource stream not only protects the environment, it also creates new employment opportunities and generates revenues from new markets.

### Case: Unilever Sustainable Living Plan (2007)

- Integrating sustainability into business models responds to increasing consumer demand, encourages innovation and drives cost efficiencies.

### Case: PUMA Environmental Profit and Loss Account (2010)

- Recognizing the value of ecosystems allows quantification of the economic risk from environmental impact along supply chains, therefore reducing potential losses, and strengthening operating margins.

# The Business Case for the Green Economy



- <http://www.unep.org/greeneconomy/Portals/88/documents/partnerships/UNEP%20BCGE%20A4.pdf>





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**If you really think the environment  
is less important than the economy,  
try holding your breath  
while you count your money.**

Guy McPherson

Thank you

