



SCP, GE, GG or Resource Efficiency ?

Two sides of the same coin?

GE	macro	national economy	government	regulation	economic case	whole systems, growth
	meso		industry			resource flows
SCP	micro	industrial ecology	firm, product, consumer	innovation (techno), organization	business case	utility, profit, price

What needs to be done?

- ▣ What : a VISION for green economy/SCP
- ▣ Why : MAKING THE CASE
- ▣ Where : IDENTIFY SCOPE OF REDUCTION/BENEFITS
- ▣ How : RELATED INSTRUMENTS : technology, voluntary, awareness, regulation, economic and fiscal
- ▣ How : Actors : govt and public institutions, producers, consumers, investors
- ▣ With what impact : PROVE

VISION

A new daring vision for growth, wealth, happiness that reduces footprint

- ▣ Sustainable use of natural resources
- ▣ Replace GDP?
- ▣ Price the services of ecosystems and biodiversity

MAKE THE CASE

- ▣ **SCIENTIFIC IDENTIFICATION OF SCARCITIES AND IMPACTS** : quantify the footprint of activities;
 - ▣ **International panel for sustainable resources management**
 - ▣ **Life cycle initiative**
 - ▣ **Measure of footprint (carbon, water, land, material, chemicals, biodiversity)**

 - ▣ **IDENTIFY SCOPE OF IMPACT REDUCTION**
 - ▣ **For key sectors : food, building, transport, tourism, metals/mining**
 - ▣ **By country**

 - ▣ **ECONOMIC CASE (inaction vs action)**
 - ▣ **Demonstrate benefits of impact reduction and investments in green economy for poverty reduction**
 - ▣ **Action vs inaction**
- **Reach out to all ministries, including FINANCE (political commitment)**

IDENTIFY BEST INSTRUMENTS

- **INSTRUMENTS** : voluntary, awareness, regulation, economic and fiscal for investments
 - For producers : taxes and subsidies, eco-design, innovation, recycling, CSR
 - For consumers : education, labels, prices, procurement
 - For investors : materiality of envt risk

Different mix by country

Combination of the above

PARTNER WITH BUSINESS

▣ READY TO MOVE

- ▣ Voluntary initiatives (UNEP FI, SBCI)
- ▣ Engage business in policy dialogue on green economy
- ▣ Business model for durable products?

ENGAGE CONSUMERS

Less?

- ▣ PROCUREMENT
- ▣ EDUCATION
- ▣ INFORMATION ON FOOTPRINT
 - ▣ labels
 - ▣ Campaigns
- ▣ Durable products

PROVE

▣ MEASURE AND PROVE RESULTS

- Develop Indicators
- Build capacities
- Dissemination



Thank you