



Policy Tools and Methodologies for Capacity Building and Publications on Sustainable Consumption and Production (SCP) developed by the Marrakech Task Forces

Version 04-03-09

Name of policy tool/methodology	Short description	Targeted to: (<i>govt. companies, youth, NGOS</i>)	Language	Available at (website) & contact person	Potential partners to scale up & replicate
Task Force Cooperation with Africa					
Best Practice in African Countries, (2007)	Transferable examples of Development projects in Africa contributing to SCP.	Government, companies, NGOs	English and French	http://www.unep.fr/scp/marrakech/taskforces/africa.htm http://www.unep.fr/scp/marrakech/taskforces/pdf/BestPractice-english.pdf Contact: Josephine.bauer(at)unep.org	Regional and national organisations, governments, private sector
Eco-labelling as a potential marketing tool for African products (2007)	An overview of opportunities and challenges of eco-labelling in Africa	Government, companies, youth, NGOs	English	http://www.unep.fr/scp/marrakech/taskforces/africa.htm Contact: Josephine.bauer(at)unep.org	Regional organisations, governments, private sector
Leapfrogging in Africa (2008)	An overview of leapfrogging possibilities for SCP in African countries	Government, companies, NGOs	English	http://www.sustainable-africa.org http://www.unep.fr/scp/marrakech/taskforces/africa.htm Contact: Josephine.bauer(at)unep.org	Regional and national organisations, government, private sector
Task Force Sustainable Lifestyles					
Guidelines: Communicating Sustainability. How to Produce Effective Public Campaigns; and Training workshops "How to communicate	An international guide with case studies to inspire and help public institutions to develop communication campaigns on sustainable development. It provides best practices, and a training	Public institutions, local and national authorities, NGOs and consumers associations	English, French and Spanish	http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm Contact : Solange.Montillaud-Joyel(at)unep.fr and Gunilla.blomquist(at)environment	Regional and national organizations, Trainers, NGOs and consumers associations, private



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Sustainable Lifestyles” (2005)	workshop.			.ministry.se Ms. Gunilla Blomquist, Swedish Ministry of the Environment. Coordinator of the Task Force	sector
Sustainability Communications. A Toolkit for Marketing and Advertising Courses	A higher education toolkit on sustainability communications (business and public sector) with theoretical and methodological background, case studies and pedagogic resources	Universities, higher education students and teachers in marketing, communications and advertising	English and French	http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm Contact : Solange.Montillaud-Joyel(at)unep.fr and Gunilla.blomquist(at)environment.ministry.se	Academia. UNESCO, governments, Regional and national organizations.
Making the business case towards low carbon and resource efficient lifestyles (2007-2009)	A booklet series on why and how companies can transform their products and services as well as business models to encourage low carbon lifestyles and low impact consumption. Looks into sector specific issues, development country context as well as the required policy framework.	Businesses, public policy maker, civil society (the triangle of change)	English	http://www.scp-centre.org/BUSINESS_OF_SUSTAINABLE_LIFESTYLES.2121.0.html www.encourage-sustainable-lifestyles.net (under construction) Contact: burcu.tuncer@scp-centre.org	Business Forum of the Marrakech Process, WBCSD, promotion by companies involved in the development of booklets
Global Survey on Sustainable Lifestyles - 2008- On line now	An online Global Survey to explore how young adults from different cultures in the world perceive, imagine and	Young people, policy-makers and sustainability communications professionals	English, French, Spanish, Japanese,	http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm Contact:	universities, civil society, youth NGOs and networks,



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	shape sustainable lifestyles		Portuguese	Fabienne.pierre(at)unep.fr and Gunilla.blomquist(at)environment.ministry.se	private sector,
Introducing sustainable lifestyle and sustainable entrepreneurship into African universities and colleges – (2008)	Training sessions in eight African universities to introduce the concept of SCP as an opportunity for students to elaborate business ideas	Students in African universities	English	http://www.scp-centre.org/AFRICAN_UNIVERSITIES.2017.0.html Contact: fisseha.tessema(at)scp-centre.org	Regional and national organizations, governments, universities, civil society
Evidence on Sustainable Lifestyles (2008)	Research on sustainable lifestyles (behaviours, environmental impact, tools and methods to tackle the issue)	Policy-makers	English	http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm Contact: gunilla.blomquist(at)environment.ministry.se	Regional and national organizations, governments, civil society
Creative Communities for Sustainable Lifestyles	Identification of bottom up sustainable solutions and workshops on sustainable lifestyles in the urban environments of emerging countries: China, India, Brazil and Africa.	Policy-makers, local authorities, designers, universities	English	www.sustainable-everyday.net Contact : francois.jegou(at)solutioning-design.net Ezio.manzini(at)polimi.it and gunilla.blomquist(at)environment.ministry.se	Regional and national organizations, universities



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Intercultural Sister Classrooms	Development of didactic materials on sustainable lifestyles with purpose to integrate SC into school programmes and curricula	Schools /universities, teachers and students and policy-makers	English Spanish	Contact : Ms Ana Quiros, Eco Global in Costa Rica ana.quiros@ecoglobal.org And gunilla.blomquist@environment.mistry.se	Intercultural Sister Classrooms
YouthXChange	Helping trainers and individuals to understand and communicate on Sustainable lifestyles. Development of training Kits/material	Schools/teachers and students, Civil Society	A number of languages	Contacts: Isabella.marras@unep.fr gunilla.blomquist@environment.mistry.se	YouthXChange
Task Force seminar in North West Russia	Disseminate knowledge and information on Sustainable Lifestyles/consumption. in order to engage Russia more in SCP and Marrakech process. Activity within the framework of the Barents Council	Ministries, authorities and Civil Society, Universities	English	Contacts: gunilla.blomquist@environment.mistry.se Yan Tsygankov Cleaner Production Centre in Moscow (focal point) centrecp@deol.ru	Task Force seminar in North West Russia
“Words That Work” - A guide to the language of sustainable lifestyles <i>On going</i>	Create an international language for communicating sustainable lifestyles, and so empower and enable stakeholders to create. public messages that change both hearts and minds. FUTERRA, UK	UNEP, Organisations, Cooperations Consumers, Governments	English	Contacts: gunilla.blomquist@environment.mistry.se	“Words That Work” - A guide to the language of sustainable lifestyles On going
Task force Sustainable Tourism					
The Green Passport	An internet-based campaign	Consumers;	English,	www.unep.fr/greenpassport/	Ministries of



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	“Green Passport”, aims to raise tourists’ awareness of their potential to contribute to sustainable development by making responsible holiday choices.	Governments; Youth	French, Portuguese Soon to be available in Spanish; Greek; German and in hard-copy version	Contact: Helena Rey tourism(at)unep.fr	Tourism and/or Environment; National Tourism Boards; Destination Management Organisations; NGOs; Tourism Business Associations; UNWTO
Sowing the seeds of change: An environmental and sustainable tourism teaching pack for the hospitality industry	CD-ROM teaching pack for the integration of sustainable tourism and environment in the curricula of hospitality schools educational curricula.	Students; Hospitality schools; Tourism businesses	French and English	http://www.unep.fr/sowingtheseeds/ http://www.unep.fr/scp/marrakech/taskforces/tourism.htm Contact: Helena Rey tourism(at)unep.fr	Hospitality Schools; International, Regional and National Educational Associations; Colleges and Universities
Natural and cultural heritage as assets for sustainable tourism development	Innovative experiences and capacity building (local, regional and national level) for promoting best practices for sustainable tourism development in natural and cultural heritage sites through a ‘training of the trainers tool’.	National park managers; Ministries of Culture, Environment, Tourism. Ecotourism and culture-based tourism businesses	Spanish	http://www.unep.fr/scp/marrakech/taskforces/tourism.htm Contact: Helena Rey: tourism(at)unep.fr	Ministries of Culture World Heritage Sites; UNESCO, IUCN,
Environmental	Development of an E-tool	SMEs of the	English,	http://www.unep.fr/scp/marrakech	National Tourism



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Management in SMEs in the Accommodation Sector. (E-tool)	providing capacity building for the accommodation sector to improve the environmental performance of Small and Medium sized enterprises.	accommodation sector	French, Vietnamese	h/taskforces/tourism.htm Contact: Helena Rey: tourism(at)unep.fr	Boards; Associations of the Accommodation Sector (e.g IH&RA)
Climate change adaptation and mitigation: in the tourism sector. 2008	A methodological framework has been developed to serve Background for seminars focusing on capacity building and pragmatic adaptation and mitigation techniques, tools and methods for developing countries and small island states to address the problems and meet the challenges presented by climate change.	Ministries of Tourism and Environment	English	http://www.unep.fr/scp/marrakech/taskforces/tourism.htm Contact: Helena Rey: tourism(at)unep.fr	UNWTO; Ministries of Tourism in the Caribbean, Latin America, Africa, Mediterranean, and Asia Pacific regions
Sustainable tourism and Integrated Coastal Zone Management. Ongoing	An operational manual for sustainable tourism planning and management in the coastal areas has been developed. Special focus is given on ecosystem management and also on adaptation measures in coastal destinations. English manual has been finalised. French is under development	Government	English, French	http://www.unep.fr/scp/marrakech/taskforces/tourism.htm Contact: Helena Rey: tourism(at)unep.fr	Ministries of Environment and Physical Planning; Ministries of Tourism; Local communities;

Initiatives on Sustainable Tourism



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The Global Sustainable Tourism Criteria (Coalition)	A coalition of tourism industry associations, NGOs, IGOs and government agencies worked together to create a set of global baseline criteria for sustainable tourism.	Tourism industry and especially the accommodation sector and tour operators	English, French, Spanish	http://www.sustainabletourismcriteria.org Contact: Stefanos Fotiou tourism(at)unep.fr	Ministries of Tourism and Environment; National and Local tourism boards; Accommodation Sector; tour Operators
The Sustainable Tourism Stewardship Council (STSC)	Establishment and operation of the Sustainable Tourism Stewardship Council (STSC) – an umbrella organization that would set universal minimum standards for certification programs and accredit those that meet them. The minimum standards will be based on the Global Sustainable Tourism Criteria	Governments; Certification programmes; Tourism Industry	English	http://www.stscouncil.org Contact: Ronald Sanabria: sustainabletourism(at)ra.org	Ministries of Tourism; Certification and eco-labelling programmes for tourism; UNWTO; Tourism Industry Associations
The Sustainable Investment and Finance in Tourism (SIFT) Network	The SIFT Network is a knowledge and investment network meant to mainstream sustainability into tourism development investments and financing. The main outcome of this network will be the establishment of a common and voluntary standard to	Public, private and multilateral investors, financing and development organisations.	English	http://www.unep.fr/scp/tourism/activities/sift/ Contact: Stefanos Fotiou tourism(at)unep.fr	Banks; Multilateral and Bilateral financing organisations, Private investors; Development Agencies, Foundations and Donors; World



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	encourage greater sustainability in tourism investments.				Bank, the UN Foundation, GEF, UNWTO.
Task Force on Sustainable Public Procurement					
MTF's approach to Sustainable Public Procurement	<p>The MTF's approach to SPP consists of:</p> <ul style="list-style-type: none"> • <i>SPP Principles</i>: Define SPP and promote policies. • <i>Status Assessment</i>: Identify areas of success and steps needed to improve SPP. • <i>Legal Review</i>: analysis to integrate SPP principles. • <i>Market Readiness Analysis</i>: Locate high potential sectors for sustainable products. • <i>Training</i>: to promote and ensure the implementation of SPP • <i>Implementation Plan</i>: Define national steps for a flexible country implementation. 	National and local governments. May also be used by the private companies	English, Spanish	<p>http://ew.eea.europa.eu/ManagementConcepts/scp/marrakesh-process</p> <p>Contact: Eveline.venanzoni@bafu.admin.ch Swiss Federal Office for the Environment, Coordinator of the TF.</p>	UNEP, donor community, cleaner production centers
Task Force on Sustainable Buildings and Construction					
Buildings and climate change: Status, Challenges and	A baseline study covering existing data on the energy consumption in buildings and	Governments at all levels, public institutions, policy makers, academia,	English	<p>www.environment.fi/sbc http://www.unep.fr/scp/marrakech/taskforces/bc.htm</p>	Governments at all levels, public institutions, policy



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Opportunities (2007) (desk study).	construction.	research institutes, professionals, media, civil society organizations, private sector companies involved in the real estate, construction and maintenance businesses.		Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi Ministry of the Environment of Finland	makers, academia, research institutes, professionals, media, civil society organizations, private sector companies involved in the real estate, construction and maintenance businesses
Buildings for a Better Future. Marrakech Task Force on Sustainable Buildings and Construction / web publication with case studies provided by members of the Task Force (2008)	A collection of best policy practices to promote various aspects of SBC all over the world	ditto	English	www.environment.fi/sbc Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi	ditto
Construction Counts for Climate / COP side events (2008)	Side events in Bali and Poznan, in cooperation with other institutions (a.o. UNEP SBCI, WB, GEF, WBCSD)	policy makers, media, civil society organizations	English	www.environment.fi/sbc Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi	ditto



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What is SBC? / Workshops	Awareness raising on the aspects of SBC through lectures, seminars, workshops etc.	Governments at all levels, public institutions, policy makers, academia, research institutes, professionals, media, civil society organizations, private sector companies involved in the real estate, construction and maintenance businesses	English	www.environment.fi/sbc Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi	ditto
Proposals for our vision statement / ongoing work	Answers from different stakeholders to the question "What is Sustainable Construction?"	ditto	English	www.environment.fi/sbc Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi	ditto
"Checklist on SBC" / ongoing work	Information package on various existing evaluation tools, with a summary including key indicators and political goals for SBC.	ditto	English	www.environment.fi/sbc Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi	ditto
Sustainable Buildings and Construction in Africa / publication with best practices, best policy practices, directories and links (work in progress)	Background material based on local experience, to be used for capacity building in Africa. Produced jointly with the Cooperation in Africa Task Force, with technical assistance of the Wuppertal	ditto, in Africa	English	www.environment.fi/sbc to be available on the website in the first half of 2009 Contact: Mrs. Kaarin Taipale. taipale (at) hse.fi	ditto, in Africa



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	Institute CSCP				
Task Force Education on Sustainable Consumption					
Here and Now. Education for Sustainable Consumption. Recommendations and Guidelines 2008 (I) “Addressing the challenges”	Provides policy makers with an instrument to understand the importance of ESC in supporting other policy goals such as citizenship and democratic participation, environmental protection or energy and climate policies. The document contains rationale for ESC and suggestions for action plans;	“Addressing the challenges” is a document written for policy makers and educational authorities.	English	http://www.unep.fr/scp/marrakech/askforces/education.htm and http://consint.live.poptech.coop/files/98245/FileName/HereandNowGuidelines.pdf Contact : Mr. Andrea Innamorati innamorati.andrea(at)minambiente.it	International and regional organizations, national governments - ministries of education, environment, economics -, local authorities, civil society (consumers associations)
Here and Now. Education for Sustainable Consumption. Recommendations and Guidelines 2008 (II) “Optimizing opportunities”	Guidance on how to integrate ESC into existing educational and sustainable development strategies also by giving core curriculum suggestions.	“Optimizing opportunities” is for educational authorities, teacher trainers and teachers	English	http://www.unep.fr/scp/marrakech/askforces/education.htm Contact : Mr. Andrea Innamorati innamorati.andrea(at)minambiente.it	International and regional organizations, national governments - ministries of education, environment -, civil society (consumers associations), educational authorities, teacher trainers and teachers.
Here and Now. Education for Sustainable Consumption. Recommendations and	Overview of resources and teaching materials providing references to theoretical research and practical	“Relevant resources” is targeted to policy-makers, educational authorities, educational institutions,	English/Italian	http://www.unep.fr/scp/marrakech/askforces/education.htm	Ministries of education, environment and consumer protection,



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Guidelines 2008 (III) “Relevant resources”	materials, as well as web links, to provide educators with tools and instruments in order to include ESC in curricula.	educators and academic researchers		Contact : Mr. Andrea Innamorati innamorati.andrea@minambiente.it	civil society (consumers associations), educational authorities, teacher trainers and teachers. Academic sector.
Researching on Education for Sustainable Consumption 2008 (Technical Annex to Here and Now)	What do we mean by “sustainable consumption” and “education towards sustainable consumption”? This aspect has been developed by the research group of the University of Bergamo – Doctorate school in Anthropology and Epistemology of complexity. expanded upon in the “guidelines” produced by the TF.	Policy-makers, educational authorities, educational institutions, educators and academic researchers	English/Italian	http://www.unep.fr/scp/marrakech/taskforces/education.htm Contact : Mr. Andrea Innamorati innamorati.andrea@minambiente.it	Ministries of education, environment and consumer protection, civil society (consumers associations), educational authorities, teacher trainers and teachers. Academic sector and general public.
Task Force on Sustainable Products					
Action Planning Map	A top level document that summarises and analyses global policy development activity in order to identify gaps and opportunities for more international co-operation	Government	English	http://www.itfsp.org/policy_information.htm Contact: Denise.Oakley(at)aeat.co.uk	



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	and for adopting best practice [draws on Product Policy Activity Maps and on a Database of Policy Activity – see below]				
Product Policy Activity Maps	Tabulated <u>Product Policy Activity Maps</u> summarising national and international actions in: <i>Science and Technology;</i> <i>Networks and Mechanisms;</i> <i>Policy & Regulation</i>	Government	English	http://www.itfsp.org/policy_information.htm Contact: Denise.Oakley@aeat.co.uk	
Database of Policy Activity by Product and Country	<u>Database of Policy Activity by Product and Country</u> – also in three areas and by country / product: <i>-Science and Technology</i> (lists current research on a range of sustainability impacts) <i>-Networks and Mechanisms</i> (lists active co-operative actions at national, regional and international level) <i>-Policy and Regulation</i> (lists active on policy instruments for a wide range of products)	Government	English	http://www.itfsp.org/policy_information.htm Contact: Denise.Oakley(at)aeat.co.uk	
Improving compliance and	International workshop jointly	Government	English	Chair's report can be found at :	



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enforcement against product standards	with the IEA on sharing best practice and joining efforts on how to improve compliance and enforcement against product standards			http://www.iea.org/textbase/work/workshopdetail.asp?WS_ID=349 Contact: Denise.Oakley(at)aeat.co.uk	
Market Transformation approach	UK worked with China on a Market Transformation Programme (2006-08) to demonstrate how the approach can be applied to product policy in China incl. analysis, policy development and harmonisation activities	Chinese Gov. and agencies	English/Chinese	Website available soon including policy brief documents on 4 priority energy-using products (electric motors, televisions, set top boxes and computer monitors). Contact: Denise.Oakley(at)aeat.co.uk	The promotion of the market transformation approach could be extended to other developing countries. bulbs in China
Other SCP Tools Kits develop under the Marrakech Process					
Guidelines for National Programmes on Sustainable Consumption and Production; “Planning for Change”	It provides practical steps for governments on how to plan, develop, implement and monitor a national SCP programme. The guidelines are illustrated by best practices in various countries; and are complemented by a training workshop module for governments and an online database.	National and local governments, Development agencies Trainers on SCP	English Spanish French coming soon	http://www.unep.fr/scp/nap/guidelines/ Contact: Luc.reuter@unep.fr	National and local governments, Development agencies, Regional organisations.