



# MARRAKECH TASK FORCE ON SUSTAINABLE LIFESTYLES

17-November-08

## MINUTES FROM THE MARRAKECH TASK FORCE MEETING ON SUSTAINABLE LIFESTYLES IN PRAGUE

Time: 29 October 2008, 13-18  
Venue: Prague, Hotel Pyramida, Room 6

### **Participants:**

Gunilla Blomquist (chair), Swedish Ministry of the Environment  
Eva Ahlner (rapporteur), Swedish Environmental Protection Agency  
Adriana Zacarias, UNEP DTIE, France  
Midori Aoyagi-Usui, National Institute of Environmental Studies, Japan  
Rajan R Gandhi, Society Action Group, India  
Donna King Brathwaite, Ministry of Energy & Environment, Barbados  
Chantal Line Carpentier, UN DESA  
Jose Luis, ECO GLOBAL and ALCALA, Costa Rica  
Alena Markova, Ministry of the Environment, Czech Republic  
Kate Scott, Stockholm Environmental Institute (SEI), UK  
Josef Szlezak, The Regional Environmental Centre for Central and Eastern Europe (REC), Hungary  
Burcu Tuncer, UNEP/Wuppertal Institute Collaborating Centre on SCP  
Dave Watson, ETC RWM, EEA, Copenhagen

### **1. Welcome note and introduction**

Gunilla Blomquist opened the meeting and welcomed everyone.

Everybody introduced themselves and gave a quick update on what is going on in their countries: Some of the news are:

- A brochure that summarize projects and activities within the TF is available both in e-format (can be downloaded from the web-site: [www.unep.fr/scp/marrakech/taskforces/lifestyles/htm](http://www.unep.fr/scp/marrakech/taskforces/lifestyles/htm)) and in print (can be ordered from Gunilla Blomquist).
- The new European Topic Centre on SCP will start up in January at EEA. It will replace the current European Topic Centre on Resource and Waste Management. It is one out of five ETC:s.
- There will be a meeting between all the Marrakech Task Forces and India in New Delhi (building cooperation in Asia) in February 2-3. If there is enough interest



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among TF members, a Task Force meeting on Sustainable Lifestyles can be arranged back to back.

- Barbados offered to host a Task Force meeting on Sustainable Lifestyles during 2009. In Barbados, there are many activities going on that are trying to link the challenge to combat climate change by creating a low-carbon society and responsible lifestyles (a brochure on this is available, pls feel free to contact Donna King Brathwaite for further information)

## **2. Global Survey on Sustainable Lifestyles**

Adriana Zacarias presented the global survey on sustainable lifestyles that was officially launched on the 30th of October at the EU Regional Meeting on SCP. The aim is to understand how, in this case young people (18-35 years old) that have access to computers, view their lives today and tomorrow and how we can build on their experiences when implementing future policies and messages on sustainable lifestyles. The results will be reported in August 2009.

A minimum of 100 respondents per country is needed, ideally 50 % students and 50 % professionals. The questionnaire is avoiding the words sustainable and lifestyles. Instead it contains open questions, free answers and comments about the responders daily living, but they will also be asked to reflect upon sustainable scenarios on mobility, food and housekeeping. It is an interactive questionnaire that also plays with the imaginary, and it takes 40 min – 1hrs to accomplish. UNEP DTIE will try to get universities to answer questions during classes. Some youth networks are already waiting to participate in the survey.

A question was raised on how to reach young people from lower classes in rural areas in order to improve value for policy making. Ideally a crosscut of the population should participate. In this first step urban and middleclass youngsters has been selected as the target group. In order to reach out to other target groups, another type of questionnaire is required.

Another question was about if there will be any incentives to increase the number of responses. Adriana responded that schools that participate will get their names published, and that there is a risk that economic incentives could get false responses.

There are important synergies between the survey and other TF projects, for example the business project. The answers could open companies eyes and give input to new product development. The result will be useful for policy makers and others when describing and communicating sustainable lifestyles today and in the future.

## **3. Outreaches on Sustainable Lifestyles**

Gunilla Blomquist described the idea behind the TF Outreach Activity.



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All participants are encouraged to organize meetings within each country in order to promote sustainable lifestyles and consumption and to collect good examples etc. Reports on outreach activities that can be communicated through the web-site are of course highly appreciated.

## **4. New projects and initiatives**

Burcu Tuncer gave a short introduction to a new project in Africa, on how to integrate sustainable lifestyles/consumption into university education and at the same time promote business development. The elements of the project consist of:

- Introducing sustainable lifestyle trends/principles & sustainable entrepreneurship into African universities
- Students in African universities with special focus for female students
- Trainings in 10 universities drawn from 5 African countries
- Bringing SCP as an opportunity for students to elaborate Business ideas

The project will be carried out in cooperation with other TF projects and SCP initiatives in Africa and will be finalized in 2010.

## **5. SCP Indicators from a consumption perspective**

David Watson presented the EEA project on SCP indicators. It started in the mid of 2007 and will be finished by the end of 2009. The aim is to get a better framing of EEA SCP indicators – what is SCP indicators about and how are they distinguished from SD indicators. A first set of indicators will be presented in spring 2009. It will contribute to SCP policy development by presenting a clear SCP vision as interpreted by EEA. The primary end users are stakeholders that are engaged in the development and implementation of SCP policy.

Currently there is a lack of common understanding of SCP and a variety of indicators exist. They seem to have been selected due to available statistics rather than well-defined needs. There is a need to define the ecological limits for sustainable consumption. An example is the renewable level of fish catch. Knowledge gaps are identified here. A general question is if indicators are focusing on key drivers for environmental pressures. One example is the increased meat consumption.

Not only decoupling of GDP in relation to production emissions is necessary, absolute decoupling, that also take into account emissions in other parts of the world from European consumption is required.

In general there is a need for more crosscutting themes and maybe a separate set of indicators for lifestyles. The European Topic Centre on Resource and Waste Management together with EEA are currently performing a study on drivers (economic, technological, policy, socio-physical, cultural) for consumption. EEA is planning for country consultations on the indicator framework and it will be possible for the TF on Sustainable Lifestyles to become part of the consultation process.



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## **6. Evidence on Sustainable Lifestyles**

Kate Scott presented the Task Force project on Evidence on Sustainable Lifestyles. The aim of the project is to identify key evidence, knowledge gaps and future actions towards sustainable lifestyles.

A key question is why are we continuing consuming so much despite the increasing knowledge of its ecological consequences. There is a large gap between attitude and behavior and the rebound effect is not being addressed sufficiently by policy. Territorial accounts are not suitable to answer lifestyle related questions. There is a urgent need to get the incentive system right

A policy framework on international level is desired. Key recommendations are :

- focus on lifestyles to include impact of trade
- providing the right incentives for change
- fair international burden-sharing scheme
- consuming less

Kate wish to get feedback from the TF members on her draft report (sent out earlier) within a month.

There was finally a short discussion on how the financial crises effect our ambitions.

## **7. Guidelines for Business on Sustainable Lifestyles**

Burcu Tuncer presented the Task Force project on Business of Low carbon & resource efficient lifestyles. The aim is to promote business values and strategies to take into account low-carbon & resource efficient lifestyles. A draft report on booklet 2, which is about how to create business value through sustainable consumption strategies, has been sent out for comments. In total there will be 7 booklets covering different aspects. More information about the content in each booklet can be found on the TF web-site.

A project observation is that business has a huge role to play in encouraging sustainable ways of living, but they are not aware of how to make successful business by using the sustainable consumption concept. The project is experiencing a language gap between policy and business. A lot of terms are developed by policy and have not been translated into business language.

A web-site is in preparation. The project will continue until the end of 2009.

Important message for policy is to stimulate innovative after-sales services and product and service innovations since current drivers are weak.

The placing of the strategic areas in the s-curve was discussed. It is good as a model example, but may need some further explanation. It was suggested to publish the main



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outcome in each booklet in business magazines, papers that business people read. Maybe companies engaged in the Marrakech process can provide further advice on how to disseminate the results.

## **8. *Costa Rica, Sister Classroom demo project***

The project is a pilot project between USA, Mexico and Costa Rica with the aim to develop didactic materials focused on life-cycle thinking (both LCI/LCA and LCC) and global citizenship and to introduce the toolbox in teaching and new curriculums. A toolbox of activities, software and printed materials is being tested and evaluated in teaching. A web-site has been developed ([www.sisterclassrooms.org](http://www.sisterclassrooms.org))

This year in Costa Rica 4 educational institutions participate with 13 classrooms. Overall 79 students are working together on LC Thinking and Energy. Current challenges are to create links to African Universities and to educate more teachers. There are ongoing work with the Ministry of Education to integrate the education into the formal curriculum.

## **9. *Inputs to the 10 Year Framwork of Programmes***

Adriana Zacarias and Chantal Line Carpentier presented the status of the preparation of the 10 YFP. It will be adopted in 2011 and contains two main elements:

- Declaration/ (negotiated) common principles, objectives etc.
- Framework for actions ( not negotiated) and based on global & regional priorities)

The link between the elements is not clear yet.

Two different examples of tables for structuring activities, gaps, proposed programmes, means of implementation and actors were discussed. The TF should consider if sustainable lifestyles should be a pre-defined priority area in the table. A draft proposal on the table format will be sent out for comments asap.

Expected contributions from the TF are best practices and concrete examples of successful implementation of project results that can be replicated by other countries and regions. There will be a special TF meeting on definitions, best practices etc. Concrete means for implementation is asked for to make strong impact.

## **10. *Workplan for 2008 and AOB***

Gunilla Blomquist presented the work plan for 2008. Most of the activities have been carried out (see attached Work Plan). Cultural aspects will be picked-up in the global survey and regarding Regional Balance, more contacts have been taken with Africa.

There are three major concerns. 1) networking between TF members, 2) participation from Business and 3) performed Outreaches.



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Midori from Japan and Rajan from India informed about their plans on outreach activities. Gunilla informed about a new possible member from the WCSD.

During next year the main focus will be on evaluation of project and survey results and to elaborate the TF projects and activities into substantial contributions to the 10 YFP. Last date for input to the 10 FWP will be end of Summer 2009. At CSD (Commission on Sustainable Development) in spring 2010, a draft 10 YFP will be presented and hopefully adopted by the countries at CSD the year after.

A meeting between all Marrakech Task Forces, the Indian ministries and different stakeholders in this region will take place in India 2-3rd of February. If there is interest among TF members, a TF SL meeting will be held in connection with that.