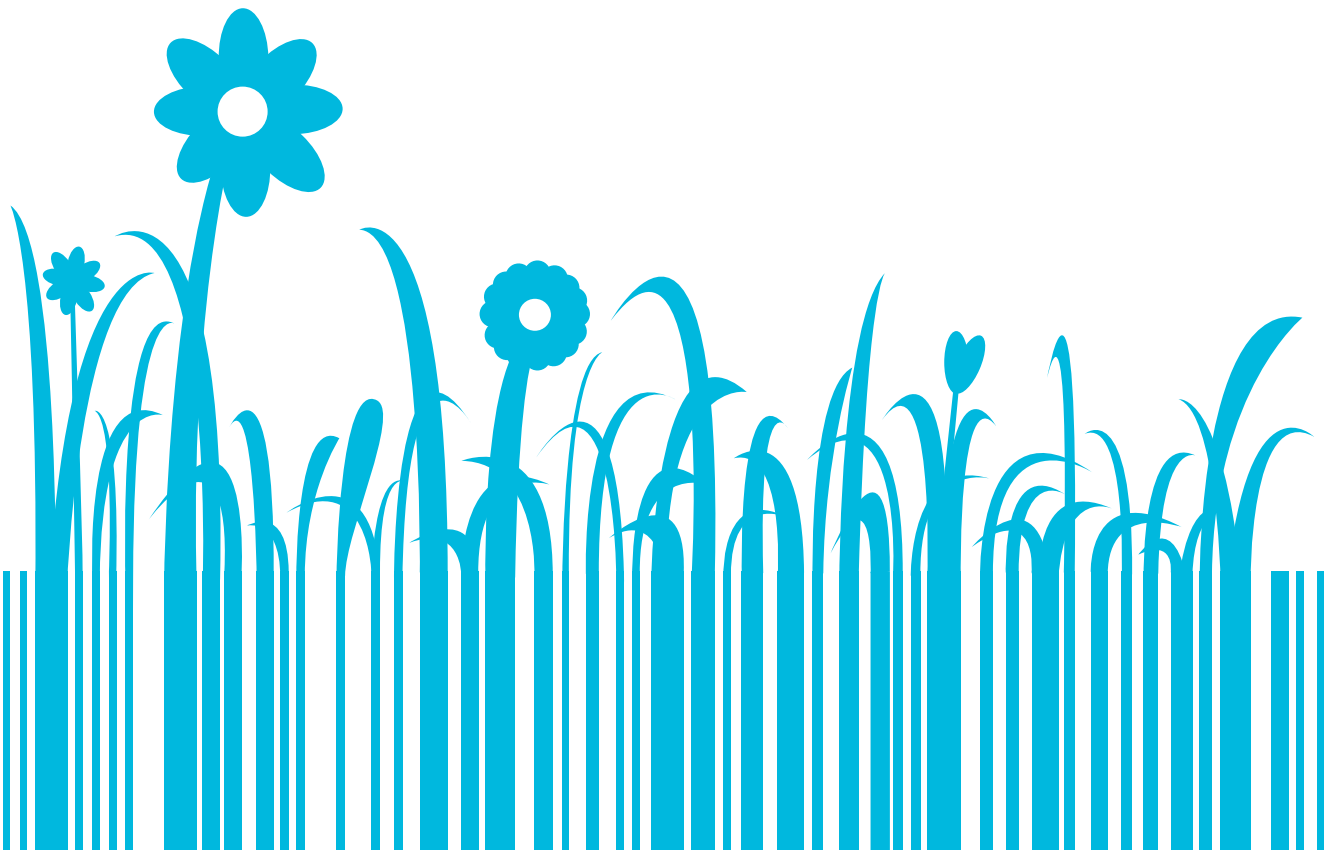


MAINSTREAMING SUSTAINABLE CONSUMPTION IN ASIA



PART 2 | THE SOLUTIONS

WHAT ARE THE OPPORTUNITIES?

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Wuppertal Institute
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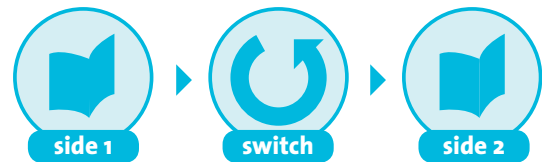
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ABOUT THIS BOOKLET

This booklet discusses sustainable consumption from the perspective of the SWITCH-Asia programme. It aims:

- to provide an overview of sustainable consumption challenges in Asia;
- presents solutions and opportunities to address sustainable consumption challenges in the region and provides examples of how to overcome the challenges;
- could be a source of inspiration for policy-makers and project developers in Europe and Asia who are considering implementing projects in Asia.

The booklet has two sides. One presents the challenges that consumers face in the region when embracing sustainable consumption, particularly regarding the product life-cycle, and the other presents solutions and opportunities. The unique design requires the reader to flip it over to continue reading from the middle – it needs to be ‘SWITCHED’. The solutions section of the booklet contains case studies of programmes and projects from the region. These examples showcase ‘sustainable consumption’



especially in overcoming challenges at decision points – what to buy, how to use, and how to discard. This part is particularly useful for organisations within and outside Asia that are not taking part in the SWITCH-Asia programme as a basis for showing the replication of sustainable consumption approaches.

This side of the booklet deals with the **solutions, approaches and instruments for achieving a shift to environmentally friendly and fair products, responsible product-use and good end-of-life management including reuse and recycling in Asia**. Particularly, it seeks to answer these questions:

- What can governments, businesses and NGOs do to engage, encourage, enable, and exemplify sustainable consumption?
- What are the solutions to the challenges of promoting sustainable consumption?
- What are the examples and lesson learned from other stakeholders or practitioners?

TABLE OF CONTENTS

What sustainable consumption means for the Asia-Pacific region	4
Turning challenges into opportunities	5
What and how to buy	10
<i>CASE STUDY</i> India: Where consumers can be confident that they're shopping for change	10
<i>CASE STUDY</i> Thailand: Organic to ethical – green marketing makes added value clear	15
How to use	21
<i>CASE STUDY</i> Bangladesh: Cooking, poultry and working together introducing rural consumers to 'low-impact product use'	21
How to discard	26
<i>CASE STUDY</i> Philippines: Shared responsibility for waste means a healthier neighbourhood and a cleaner Lake Laguna	27
<i>CASE STUDY</i> India: Environmentally sound management of electronic waste	31
Actions in Asia – laying a path to sustainable consumption	35
Wrapping up: sustainable consumption for Asia	42
From sustainable consumption towards sustainable lifestyles	45
References	46

WHAT SUSTAINABLE CONSUMPTION MEANS FOR THE ASIA-PACIFIC REGION



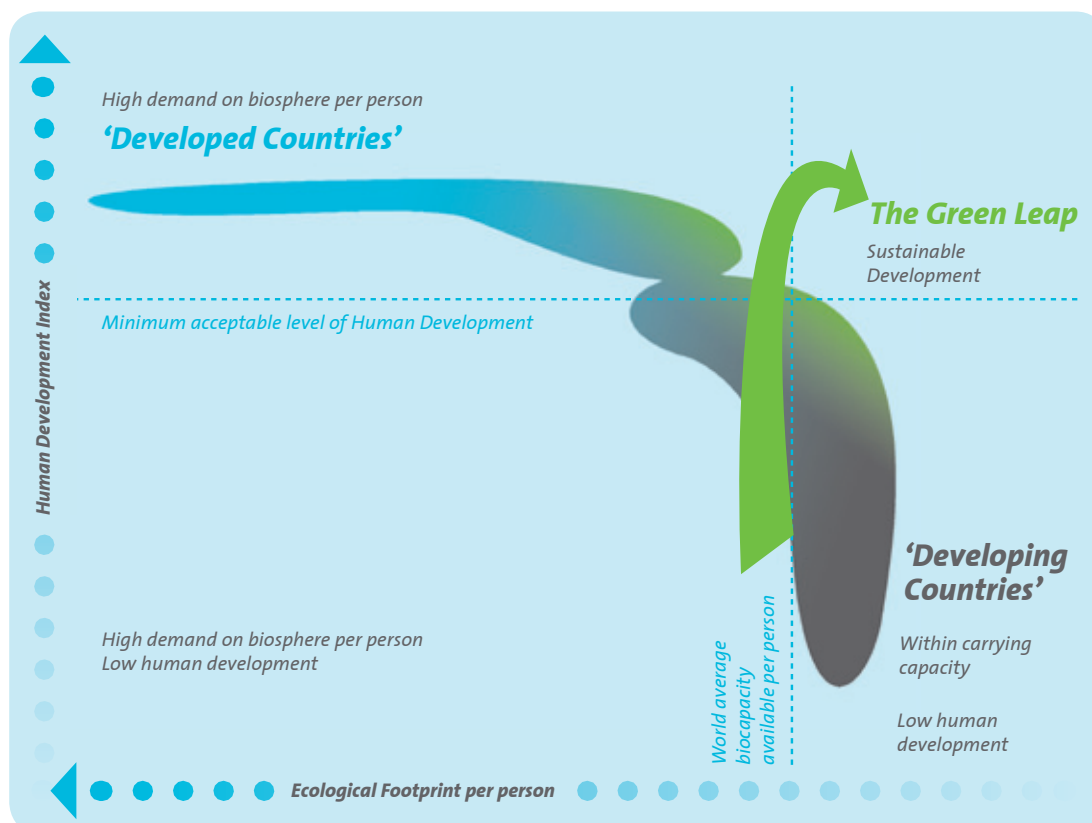
Singapore making a green leap to the first row in Asian Green City Index 2011 (Photo: Januario Rivas III)

What does sustainable consumption mean for the Asia Pacific region? It means making a 'green leap' from an unsustainable to a sustainable development path. It means switching to greener products and services, and it means encouraging less polluting and resource-intensive patterns of industrial development. Figure 1 shows the level of human development that countries have reached (vertical axis), and their corresponding environmental footprint (horizontal axis).

Developed countries (in the blue cloud) have reached a comfortable level of human development. Their burden on the environment, however, is higher than the global ecological carrying capacity. Developing countries (in the grey cloud) have not reached the same level of human development. These countries have a rapidly expanding middle class that is consuming plenty of resources. Thus, huge investments are needed to provide for basic needs of the low-income people.

Figure 1: The path towards sustainable consumption: responding to increasing demand without inflating ecological footprints

(adapted from WWF, 2006a, p.19)



TURNING CHALLENGES INTO OPPORTUNITIES



Opportunities exist for consumers to experience ethical markets in Asia

Consumers can make a significant contribution towards the creation of a sustainable society just by taking more care over the decisions they make when buying, using, or discarding a product or service. But to make informed decisions, business needs to provide information and opportunity. This booklet sets out the challenges that exist today for consumers and producers, and shows how they can come together with governments and NGOs to overcome the obstacles – such as lack of trust or unavailability of green choices – and jointly contribute to the ‘green leap’ that Asia needs.

Governments, businesses (including producers), NGOs and educators can **engage with, enable, encourage, and exemplify** for consumers to purchase and experience better quality products and services. For example, there could

be an opportunity to increase their awareness of how much energy, water, or other materials have been used during production, or to innovate for a more efficient consumption. Information on the sustainability of a product, along its supply chain, can be provided by eco-labelling, for instance, which can help a consumer assess the full cost of a product. Governments can also directly engage consumers, in collaboration with other interested organisations such as NGOs, media and schools, in the hope of changing their behaviour. Table 1 summarises various means and strategies for meeting the challenges of sustainable consumption by different stakeholders. These responses and strategies correspond to challenges in Part 1, which have been identified and selected through literature searches and discussions with experts in the region.

Figure 2: The paths towards encouraging and enabling consumers to make sustainable decisions

(CSCP, 2009)

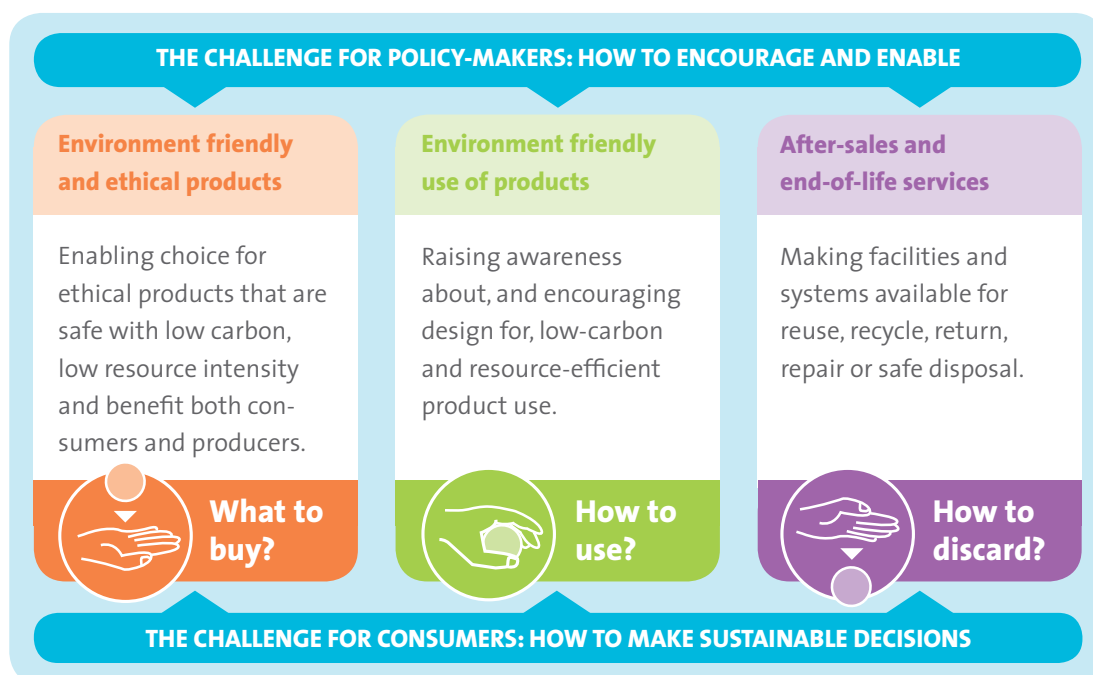


Table 1: Courses of action to create opportunities for sustainable consumption

	CHALLENGE	GOVERNMENT	BUSINESS	NGO
 <p>WHAT / HOW TO BUY</p>	<p>Limited access to ethical products and services</p>	<p>Show it: lead by example, adopt policies on green public procurement</p> <p>Encourage visibility: provide support to shops and retailers offering ethical products and labels</p> <p>Know the audience: recognise habits, local consumption patterns and routines. Information alone does not do the trick!</p> <p>Use the carrot: introduce incentives such as tax reductions, exemptions, low interest rates to enable affordability</p>	<p>Invest in visibility: provide shelf space for ethical products and put them next to usual offers</p> <p>Build a local network: work at community level to harness area-based messengers</p> <p>Embrace inclusivity: blend sustainability criteria in brand development</p> <p>Offer choices: facilitate access and options to sustainable products at affordable prices</p> <p>Build the brand: make ethical products household names</p> <p>Invest in collective innovation: R&D for new concepts or designs through user-integrated approach</p>	<p>Lead and guide: develop information materials on how/ where to access fair trade products</p> <p>Clean-up: carry out 'supermarket sweeps' to weed out unethical products from markets, and encourage green products on shelves</p> <p>Transform and reach out: evolve into, and engage with, social enterprises and help consumers access ethical markets</p> <p>Agent of change: act as not-for-profit intermediary and link consumers to ethical products</p>
	<p>Lack of transparency and credibility of product performance</p>	<p>Safeguard sustainability: develop guidelines on product sustainability criteria and reporting, on corporate green purchasing and on ethical trade</p> <p>Green means ethical: develop a consumer-friendly labelling system such as the "traffic-light" system</p> <p>Keep track: conduct market surveillance activities and technical training in testing and monitoring</p> <p>Mark the spot: implement 'trade marks' for ethical retail stores</p>	<p>Make it easy: make product and services information easily accessible (hotline, website, customer service)</p> <p>Get it across: with 3Cs of communication (clarity, credibility and comparability) when offering products and services</p> <p>Walk the talk: put sustainability into practice for example, retailers can measure and report on their carbon footprint (refrigeration, lighting, baking, air-conditioning)</p>	<p>Demystify labels: educate consumers on how to read labels</p> <p>Check and balance: test products and publicise findings!</p> <p>Name and shame: highlight bad performing products or 'green washing' practices</p> <p>Protect and serve: promote standardisation, quality and consumer protection issues</p>



HOW TO USE

	CHALLENGE	GOVERNMENT	BUSINESS	NGO
	<p>Consumers are unaware of the concept and advantage of low-impact product use</p>	<p>Protect consumers: develop guidelines and regulations on product advertising. For example, for advertisements that target children, or false and misleading or direct-to-consumer (DTC) marketing</p> <p>Path the way: launch national education campaigns on environmentally friendly use of products</p> <p>Change it: replace or phase-out products with high impact in the use phase, such as CFC and HCFC to CFC-free refrigerant</p>	<p>Get bold: adopt voluntary agreements to comply and self-regulate, such as voluntary reporting, targets for product improvements, emission reductions, or certification schemes</p> <p>Involve everyone: design cross-sector campaigns to tackle habits and routines. For example, universal chargers for mobile phones can include manufacturers, users, distributors, retailers, regulators, media, etc.</p> <p>Develop a base: build local product use support services</p> <p>Get wired: build immediate feedback mechanisms into products on impact of use such as smart metres</p>	<p>Call for change: organise national campaigns for sustainable lifestyles to change consumer behaviour. For example, “Change begins with Me” for 3K Malaysia</p> <p>Use without owning: steer into sharing, collective and collaborative consumption</p> <p>Build capacity: develop knowledge centres on sustainable products e.g. info materials</p> <p>Help with ‘how’: develop guides on eco-friendly usage or operation of products and services</p> <p>Highlight the bad: support programme to phase-out products and services with high impact in use-phase</p>
	<p>No after-sales support</p>	<p>Nurture responsibility: develop policies on extended producer responsibility (EPR)</p> <p>Provide guidance: develop guidelines on due diligence and liability</p> <p>Put-up helplines: setup national consumer hotlines such as The National Consumer Helpline, India</p>	<p>Recognition: award initiatives for innovative after-sales services (through business associations)</p> <p>Invest in customer relationship management: set-up accessible after-sales support to extend product life-time and create added product value for customer</p> <p>Move forward: evolve from products to services and make the conventional product part of the service offer. For example, in home ownership, facilitate renting, sharing, leasing, building maintenance after selling the property to the buyer</p>	<p>Insist on producer responsibility: push for adoption of extended producer responsibility</p> <p>Help complaints: facilitate consumer redress. The National Consumer Complaint Centre (Malaysia) operated by an NGO supports the government mechanism, i.e. the tribunal</p> <p>Do service: act as a service provider supporting the extended product needs beyond selling point. For example, car pooling service connecting various destinations to a common parking facility (products to services)</p>



HOW TO DISCARD

CHALLENGE

Lack of waste disposal/management infrastructure

Few take-back mechanisms

GOVERNMENT

Close the loop: implement national strategies on 3R (provide incentives for consumers to reduce, reuse, recycle), setup waste infrastructure
Get partners: enter public-private partnerships for waste management
Encourage conformity: develop regulations for banning products and preventing waste

Strike nationwide: develop national action plans on extended producer responsibility for major product chains
Say 'how': develop guidelines of implementation on take-back and re-use obligations or deposit-refund schemes
Reward the deeds: provide incentives to community initiatives for the 3Rs, e.g. discount on housing assessment rates in Malaysia
Pat on the back: encourage and support good nation-wide take back practices, e.g. for expired drugs

BUSINESS

Esouse all players: support institutionalisation of informal sector which takes-back and recycles
Fix it: adopt voluntary labels such as 'easy-to-repair' labels
Do it this way: provide 'how-to-dispose' information on labels and or product information
Follow suit: adopt sector-wide take-back, or 3R, initiatives

Take it: adopt take-back, deposit & returns systems
Play it: demand and implement regulations on extended product liability
Get hooped: manage the entire lifecycle of a consumer product. Encourage consumers to return
Go for more: explore resource efficiency gains and cost reduction possibilities through recycling

NGO

Educate: raise awareness and campaign for the 3Rs and waste prevention
Sort them out: develop guides on household waste management
Go into action mode: initiate a 3R activity or campaign, e.g. "No Plastic Bags Day"

Get them to take: campaign for take-back policies and practices
Get heard: push for extended producer responsibility and take-back obligations
Rise to the occasion: Collect and make good use of waste that is specially created due to a specific occasion or celebration. E.g. Samarth Bharat Vyas Peeth, a NGO in Thane (India) collects Nirmalya (floral waste) used in the Ganesh Chaturti festival and gives back fertiliser made out of floral waste to citizens (Karlikar, 2011)

Other stakeholders can also be encouraged to promote sustainable consumption (Box 1). They

can campaign, educate and raise awareness, in their own interesting and meaningful ways.

BOX 1: CHIPPING IN FOR SUSTAINABLE CONSUMPTION: CHANGING CONSUMER BEHAVIOUR IS A SHARED MISSION

*Sustainable consumption opportunities also exist for other stakeholders such as the **media, ombudsmen, educators, artists, celebrities or learning and academic institutions** to educate, engage and empower consumers. They can help ethical products and services be more visible and promote personal benefits, as well as the environmental and social issues that exist in product chains.*

***Media** can reach out to consumers through radio, television, internet, and newspapers. **Artists and celebrities**, too, can do their bit for the environment and support and promote ethical product use. Bollywood actress Aishwarya Rai Bachchan, for instance, endorsed a dry Holi festival to save water, and actor Rahul Bose promoted the use of eco-friendly organic colours during Holi festival (Saini, 2010). To send a message to the public to conserve water, actor Akshay Kumar and director Vipul Shah, decided against using 70-80 tankers of water during shooting of a Holi song in the making of the movie Action Replay (Saini, 2010).*

***Learning and academic** institutions can adopt a syllabus on education for Sustainable Consumption. Schools can collaborate with NGOs that have experience and capacity to provide support and expertise, such as Consumers International. Recycling could be integrated into academic courses such as solid waste man-*

agement and environmental health. A syllabus on recycling could require students to collect recycling bins throughout the school and be rewarded with marks or good grades. For example, Donna Sisler's recycling class syllabus for K12 in Minneapolis (USA) involves students collecting recycling bins throughout the school and disassembling computers for recycling (Sisler, No Year). A course in Indonesia on citizenship and education included media images and recycled items, plus a campaign on recycling and going green (Anonymous, No Year). In India, the school syllabus of Bruhat Bangalore Mahanagara Palike is to include garbage segregation and disposal (Lakshmikantha, 2010).

Other stakeholders can organise joint events. Asian Foodprints 2011: Exploring Korea Through Its Foods and Foodways was organised in June 2011 by the Munk School of Global Affairs at the University of Toronto and sponsored by the Consulate General of the Republic of Korea in Toronto. The event, an academic conference and banquet, included leading scholars and world-renowned practitioners of Korean cuisine examining the production and consumption of Korean food. They discussed the social, economic and nutritional factors shaping food consumption, along with cultural issues around food (Consulate General of the Republic of Korea, 2011).

Artists use cartoons to carry messages of sustainable consumption

(Source: Department of Consumers Affairs, Government of West Bengal)





‘WHAT’ AND ‘HOW’ TO BUY

HOW TO IMPROVE ACCESS TO ETHICAL PRODUCTS AND SERVICES

CREATE AND BRING THE GREEN MARKET EXPERIENCE TO EVERY HOUSEHOLD

Businesses can make brand names and labels for ethical products and services become common household brands with good visibility. The Thai Organic Food Company sells organic farm products under its popular brand ‘Rai Pluk-Rak’. Their products are displayed well and are accessible in over 20 branches of Bangkok’s five major supermarkets.

NURTURING ECO-FRIENDLY LOCAL PRODUCT USE

Social enterprises have a role to play. The Farmers and Nature Net, a social enterprise of the NGO Cambodian Center for Study and Development in Agriculture, brands ethical and eco-friendly farm products as Natural-Agri



Nurturing eco-friendly local product use

Products. It makes them accessible to local consumers, especially low-income groups, serving also to empower the women and communities who buy them (see www.agro-info.net).

CONNECT THEM!

NGOs can link sources of ethical products to consumers while conveying messages about ethical consumption. The Shop for Change, for example, apart from promoting fair trade, also empowers farmers and artisans in India.

CASE STUDY:



INDIA: WHERE CONSUMERS CAN BE CONFIDENT THAT THEY’RE SHOPPING FOR CHANGE



There is an emerging middle class in India wanting to buy fairly traded products. Some products have been available in specialty fair trade shops.

But for many consumers, fair trade products have been hard to find, and until recently there was no real incentive for consumers to make an effort to

go and look. Now, however, a concerted effort between producers, retailers and brands, catalysed by a tested marketing concept, is beginning to tap this potential by guaranteeing high-quality, fair trade products and making them visible and available.

In 2009, a survey by MasterCard showed that 76% of the respondents, India’s urban consumers, would prefer to buy fair trade products, given the chance, and would even be willing to pay more

for them. But until now meeting this consumer demand with easily available fair trade products had been a slow process - a process that 'Shop for Change' set out to speed up.

An EU-funded project gave birth to the original idea, which was based largely on international models of fair trade and corporate social responsibility. To adapt these concepts to the Indian market, a multi-stakeholder development process carefully built on successful international models to make Shop for Change relevant to India's unique opportunities and challenges. It soon became apparent that such an initiative was not only useful for consumers, it could literally save the lives of many poor farmers and handicrafts artisans across India who struggle to make a daily living. Many Indian farmers like these live with the constant thought of suicide, and many sadly act on it, because they see no economic exit



A farmer from VAPCOL, the farmer organization behind the Shop for Change certified mango, cashew, and amla (Photo: Sourcemap)

to their poor existence. Linking such producers to interested consumers, Shop for Change found it had a pivotal role to play not just in changing the status quo but in catalysing progress towards a greener, fairer, more sustainable future for everyone involved.

SHOP FOR CHANGE CREATING A NEW WAY

After two years of set-up work, Shop for Change was officially launched as a not-for-profit company in Mumbai. The team, led by Seth Petchers, who brought in-depth experience from fair trade markets in the US, embarked on a unique set of objectives: to certify producers, producer organisations and buyers; to create incentives; to build producer capacity to cut costs and increase productivity; to provide supply chain services for retailers and producer organisations; and to raise awareness, particularly among consumers. With an initial focus on cotton textiles, Shop for Change has already begun work on certifying food products and aspires to certify handicrafts in the future.

BE THERE AND BE FAIR

All along the value chain of products sold by Shop for Change, certified producer organisations and partner brands meet standards which guarantee that producers behind certified products are getting a fairer deal to care for their families and the environment (see Figure 1). In the case of certified producer organisations that deal directly with producers, these standards must be embedded in the structure and operations of the organisation itself. Having the standards means Indian middle class consumers know that when they choose products with the Shop for Change Mark, they are doing their part to ensure producers are getting a fairer deal.



Shop for Change is a win-win-win proposition. By using the Shop for Change Mark to create new value in supply chains, poor producers get a fairer deal, brands differentiate their products in a crowded marketplace, and consumers get an easy way to do their bit by choosing products with the Shop for Change Mark.



(Seth Petchers, CEO of Shop for Change)



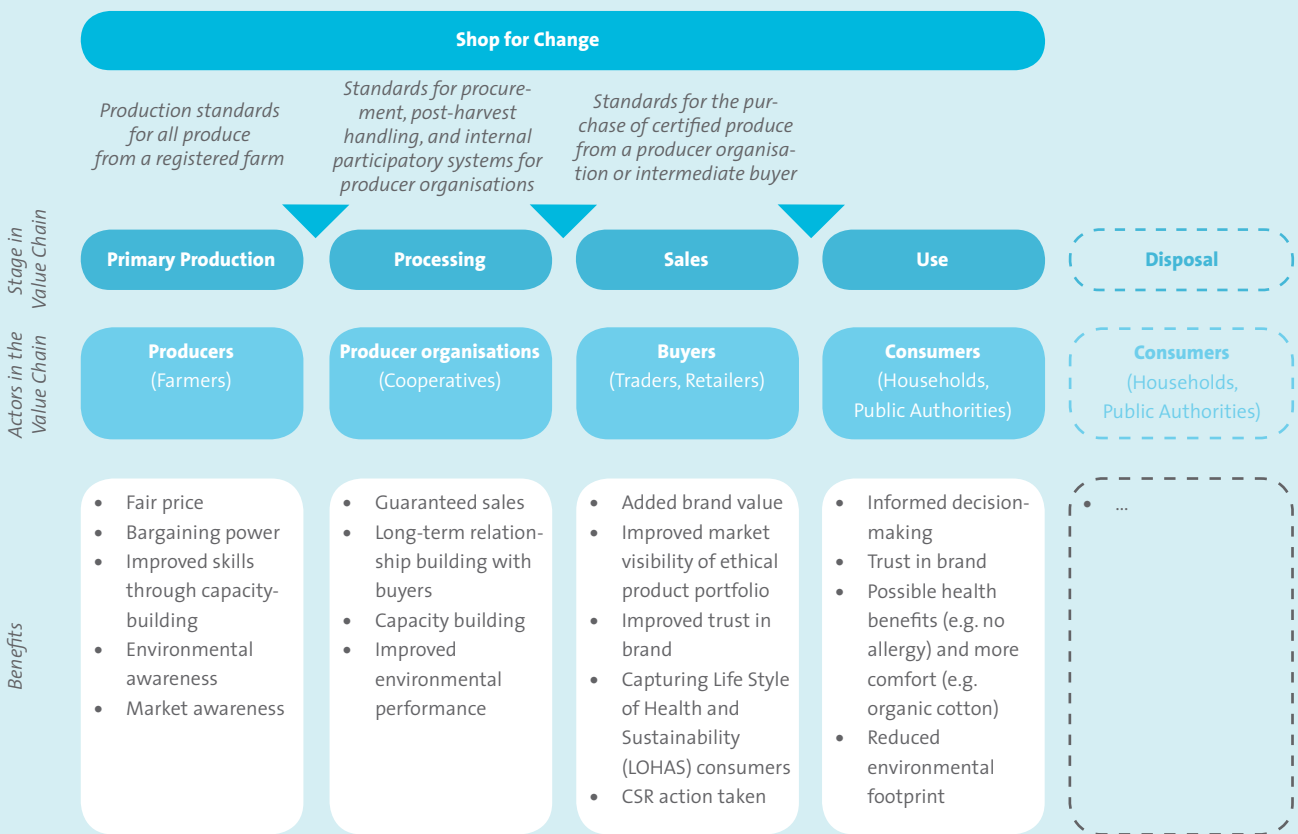
CEO of Shop of Change, Seth, and Project Manager of Pro Sustain Project of the SWITCH-Asia Programme, Muralidharan from HIVOS

The standards and certification system is guided by a set of core principles for fair production and business practices including:

- equal opportunity for all people, with particular attention to the most disadvantaged
- healthy and safe work environments, free from discrimination, harassment and exploitation
- fair wages for workers
- environmentally sustainable practices
- public accountability
- long-term trade relationships between producers, producer organisations, and buyers
- fair terms of trade between producers and buyers
- capacity building for producers and producer organisations to increase their viability and profitability

There are in-depth standards for producers, producer organisations, and buyers – anyone who works at any stage of the value chain. Producers with registered farms should maintain standards for cultivation and post-harvest handling, and adhere to minimum social requirements (decent work), economic (capacity building commitment), environmental (safe use of agrochemicals), and management (quality of produce) activities. Similarly with producer organisations, and their registered growers, standards cover areas such as governance and procurement. And finally, buyers, retailers, processors, wholesalers or brand owners, must respect standards relating to information and product labels, complaints, and even the relationship itself between the buyer and the local community.

Figure 1: The Shop for Change model



FLEXIBILITY AND CAPACITY BUILDING

From the outset, one of Shop for Change’s goals was to make its standards accessible for producers and producer organisations that have not been able to access alternative, more sustainable markets in the past. The Shop for Change standards offer producer organisations with a great deal of flexibility for demonstrating compli-

ance. Further, buyers who partner with Shop for Change include a capacity building premium in the price paid for certified produce that helps producers and producer organisations build their capacity to meet the standards, cut costs and boost productivity, and grow in a more environmentally sustainable way.



Anita Dongre's show stopper at Lakme Fashion Week, 2011: A wedding outfit made from Shop for Change Fair Trade certified cotton grown by Chetna's adiavasi farmers in Orissa (Photo: AND Designs)



Jacky Bhagnani and Puja Gupta at Mumbai radio station Red FM for the launch of Shop for Change's collaboration with Celebwear.in

MATCHMAKING

In addition to setting standards, Shop for Change also became a matchmaker of sorts. It now helps brands and retailers to identify appropriate farmers, for example, and certified cooperatives they can trade with. To help ensure a consistent supply of market-quality products, Shop for Change has also set up a suppliers' network.

VISIBILITY

Products certified by Shop for Change are already available online and in over 100 stores across India. Retail brands Anita Dongre Timeless, iinterpret, AND, Grassroot, Color Plus, and Celebwear. in all sell ranges of Shop for Change certified products. No Nasties, a designer t-shirt company, is the first Indian company to sell only certified products. Textile businesses are marketing themselves as supporters of fair trade by displaying the Shop for Change Mark on garments made with certified cotton and on in-store promotional materials. After starting its work in cotton textiles, Shop for Change has now launched its certification mark on food products in collaboration with the farmer-owned brand Vrindavan. Shop for Change plans to grow its work with food products farmers and brands aggressively over the coming year.

Anita Dongre, Gul Panag, and Seth Petchers meet with Ashutosh Deshpande, his staff, and farmers in AP from Chetna Organic Producer Company, a fair trade farmer group

(Photo: Chetna Organic)



OUTREACH

Certification alone is not sufficient to create mass demand so Shop for Change proactively reaches out to consumers – the young and the middle class – pushing the concept of fair trade. Amongst its tactics is working with Bollywood celebrities, such as actress and former Miss India Gul Panag, and actor and award-winning photographer Parvin Dabas, who are using their strong social influence to raise the profile of Shop for Change. The mass media provides has provided extensive coverage of Shop for Change and its brand partners, with national print and television coverage including The Times of India, Economic Times, People Magazine, and ET NOW's television series Starting Up. Social networking sites such as Facebook and Twitter are also strategically used by Shop for Change to reach a wider range of consumers.

It is important to collaborate with the fair trade movement to keep messages consistent. Through the SWITCH-Asia funded Pro-Sustain project, Shop for Change partners with the Fair Trade Forum India and the International Resources for Fairer Trade to reach out to consumers. In particular, the young are strategically targeted as future consumers through college outreach activities, plays, street theatre, social media and networking sites. More than 75 colleges are involved in raising awareness amongst young consumers.

POLICY LINKAGES

Many social and environmental certification agencies provide a voluntary policy instruments by setting standards, calling for better social and environmental performance, brokering information and creating transparency in the market. To support such efforts, the ministries for environment, agriculture, commerce and textiles, for example, could improve policy support. Some recent policy developments like the 'National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business' released by the Ministry of Corporate Affairs seem to be supportive.

WHAT IS THE IMPACT?

Several target groups will benefit from the Shop for Change concept, including farmers, artisans, consumers, students, producers, producer groups, retailers and policy-makers (Table 1). The mark has greatly increased the availability of fair trade products, with over 100 retail locations selling Shop for Change certified products from Shop for Change's 9 partner brands. More than 7 000 farmers are certified through their producer organisations, which have increased their sales and profitability following Shop for Change certification. While Shop for Change's market presence is



100 % of T-shirt company No Nasties products are Shop for Change certified

just being established, to date 140 tons of seed cotton in India has been sold exclusively by Shop for Change accredited buyers.

Table 1: Impact of Shop for Change mechanism on selected target groups

TARGET GROUP	IMPACT
Retailers	<ul style="list-style-type: none"> • 9 partner brands selling Shop for Change certified products, with additional brands planning launched in the coming 6 months • Over 100 retail outlets where Shop for Change certified products can be purchased along with online channels • Estimated €1.1 million in retail sales for Shop for Change certified products
Farmers	<ul style="list-style-type: none"> • 7 000 farmers registered through Shop for Change producer groups
Producers and buyers	<ul style="list-style-type: none"> • 140 tons seed cotton sold by Shop for Change producer organisations to Shop for Change partner brands
Media	<ul style="list-style-type: none"> • Estimated €1.6 million value of media coverage generated

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Personal Communication with Mr Seth Petchers in Mumbai, 01 June 2011.

Personal Communication at No Nasties Shop in Mumbai, 01 June 2011.

Personal Communication at Anita Dongre Shop in Mumbai, 01 June 2011

MAKE UNETHICAL PRODUCTS DISAPPEAR

NGOs can discourage consumers from using unethical products as a way to create accessibility or to make room for more sustainable products. In 2009, members of Consumers International marked World Consumer Rights Day in various countries by holding a ‘supermarket sweep’ to ‘clean-up’ unhealthy food marketed to children. On the same day, Hong Kong’s Consumer Council gave money to school children for them to buy any food products they wanted from the supermarkets.

The children were taught to read food nutrition labels so their purchasing decisions would be better informed. NGOs can help consumers and their decision-making by publishing guides and helping them to shop more sustainably. SWECHHA’s ‘Sustainable Shopping Basket’ is a

guide for Indian households providing tips on sustainable shopping and consumption. It covers fair trade and organic goods and eco-labels, and is part of the national consumer campaign ‘Jago Grahak Jago’ (SWECHHA, No Year). The WWF Guide to Buying Paper is another example of a guide from an NGO encouraging ethical product buying. This one is based on the Paper Scorecard criteria and the Paper Company Environmental Index (WWF, 2007) and can be used worldwide. Community-based initiatives and social enterprises, such as farmer-consumer co-operatives or fair trade communities, can help to improve market-access for green products for all consumer groups. Green Net Thailand, for example, has successfully encouraged and promoted the consumption of green products by making them accessible and affordable for farmer members in rural areas, as well as for urban consumers.

“Community-based initiatives and social enterprises [...] can help to improve market-access for green products for all consumer groups”

CASE STUDY:**THAILAND: ORGANIC TO ETHICAL – GREEN MARKETING MAKES ADDED VALUE CLEAR**

From its roots in supporting sustainable agriculture and promoting organic food, a farmer’s cooperative in Thailand is now selling ethical benefits too and is expanding into environmental and climate-friendly goods.



Green Net Cooperative is a member of the World Fair Trade Organization (WFTO), as well as the International Federation of Organic Agriculture Movements (IFOAM). For more information www.greennet.or.th



Figure 1: The Cooperative that allows farmer members to access and experience ethical products

Nearly 15 years ago, a survey by Green Net survey showed that 70% of the interviewed consumers in Bangkok had been buying organic produce for at least a year and 58% felt that the price they were paying was too high (Panyakul, 1998). It was also clear that these green consumers would be keen to support fair trade as well as environmentally friendly products. As a result Green Net strengthened its marketing efforts to encompass the environmental and health benefits of organic food. It also started to show that organic farming was a good mitigator of

climate change. In securing a market for its produce, Green Net looked to its own members, the farming community, to become green consumers. They also made buying organic food a vote for ethical production. Their ‘Live Fair, Live Organic’ campaign has helped to turn the cooperative into a ‘social business’ with a model it hopes can set an example for others to follow.

Green Net is developing an ethically attractive image and creating demand in the market by:

- building up its consumer base – with over 1,000 ethical or organic consumers being generated
- building direct links between organic farmers and urban consumers – selling products, supplying information, consumer-to-farm visits, and organic farmers markets
- creating a trusted household brand – adhering to national and international standards and blending them with their own ethical criteria
- expanding their product line, which has already reached 20 items, from organic farm products to include other ethical goods

POLICY LINKAGES

The King has pushed for 'The Sufficiency Economy' (UNESCAP, 2006; also see the Government Public Relations Department's website) to predominate in Thailand and this has become the most important and supportive element for Green Net in pushing a sustainable approach to consumption and production.

Being a pioneer in organic agriculture in Thailand, Green Net is also a founding member of the national organic certification body, now the Organic Agriculture Certification Thailand (ACT), see Figure 3. The National Strategic Plan on Greenhouse Gas Reduction by the Ministry of Natural Resources and Environment Priority, which covers the energy sector, waste utilisation, agricultural activities, and industry, also underlines the relevance of Green Net.

QUALITY AND QUANTITY

The cooperative network has created a household brand to strengthen consumer confidence in its 20 products. It has strict quality control; it adopts standards, blends them with ethical criteria and gaining national and international certification. Green Net supplies around 2 000 tons of organic rice a year to its member cooperatives in Yasothon, Chiang Mai, Uttaradit, Loei, Khon Khen and Chachoengsao provinces (Janssen, 2008) and abroad. Over 80% of its products are now exported to Switzerland, Belgium, Germany, France, Italy, Austria, the Netherlands, Sweden, New Zealand and Canada.

Figure 2: Green Net's local market strategy



Ethical compliance and certifications help Green Net to boost consumer confidence

FARMERS MITIGATING CLIMATE CHANGE

In 2000, agriculture sector contributed around 23% of GHG emissions (Figure 4). In 2007, it was reported that CH₄ and N₂O emissions from agriculture had increased by nearly 17% from 1990 to 2005, with an average increase of about 60 MtCO₂-eq/yr in annual emission (Smith et al, 2007). Although the impact has yet to be fully documented, Green Net supporting organic farming is thought to be helping to mitigate climate change. Greenhouse gas emissions from organic farming are reportedly 48-66% lower, per hectare, than conventional agriculture, at least according to calculations from Europe (Burdick 1994; Stolze et al, 2000; Haas and Köpke, 1994). As agriculture is the second highest contributor of CO₂ emissions for Thailand (more than 22%), by promoting organic farming, Green Net could eventually help to minimise its environmental impact (IFOAM, 2009).



Figure 3: Green Net contributed to the development of Thai organic certification

BOX 1: GREEN NET: WORKING ITS WAY INTO CONSUMERS' KITCHENS

- Door-to-door delivery of organic products, packed and delivered to offices and homes once a week
- Opening up of organic shops in Bangkok and other key cities
- Linking up with other outlets in Thailand and creating an affiliate group of organic shops
- Wholesale of organic produce
- Exporting organic produce and venturing into food processing

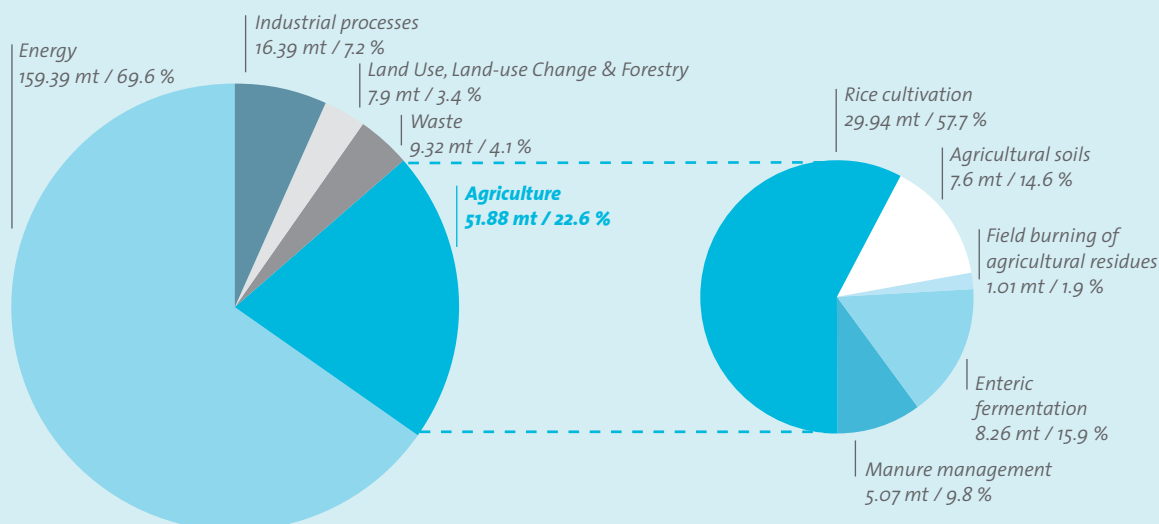
(Source: Hermida, 2007)

Figure 4: Reducing greenhouse gas emissions from agriculture could have a significant impact

(Source: Adapted from Chidthaisong and Towprayoon, 2010)

AGRICULTURE'S ESTIMATED CONTRIBUTION TO GREENHOUSE GAS EMISSIONS IN 2000

Units: million tons (mt) of CO₂ equivalent/percentage (%)



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The Pro-Sustain project in India is another example making ethical products and services available and accessible to consumers in the market place (Box 2).

BOX 2: SWITCH-ASIA: FAIR TRADE AND SUSTAINABLE CONSUMPTION IN INDIA WITH PRO-SUSTAIN

Pro-Sustain

Pro-Sustain is creating a market for fair trade products (produced in a socially, economically, and environmentally sustainable way) in India. It targets students at 75 colleges and upper middle-class consumer households and organises campus events, corporate gifting programmes, events with trade and business bodies, and web-based campaigns. It also partners with the Government to promote fair trade at exhibitions through official programmes and policies, and uses government infrastructure to help shift consumer demand and to facilitate access to fair trade products. To bring consumers to support sustainable consumption the project has included strategies for entry into retail chains and stores through the Shop for Change label initiative. Another initiative is the 'Umbrella' branded Fair Trade Shops that exclusively stocks and sells Fair Trade products and a common Fair Trade brand, which consumers can relate to and buy. Besides this the Corporate Gifting programme and the Corporate Procurement programme also enable greater access for sustainable products. The project has also introduced the 'I support Fair Trade Campaign', which seems to be picking up amongst and attracting attention of consumers.



More information:
www.fairtrade-prosustain.in

BOX 3: REDUCING ELECTRICITY CONSUMPTION IN THAILAND

The Electricity Generating Authority of Thailand (EGAT) has been promoting compact fluorescence lamps with an energy efficiency rating of '5' for more than 10 years. More than 3 million replacements were made in 2007 alone. This led to a reduction of electricity consumption to 1,500 million units/year, of electricity demand to 300 Mega WATT/year, and of CO₂ emissions to 700,000 tons/year (equivalent to 240,000 cars/year).

And they did it by:

- advertising in all media,
- distributing 800,000 free CFLs,
- cooperating with private CFL producers to develop a market e.g. price incentive, and
- by working together with distributors, retailers and other distribution channels such as through 7-11 late-night shops.

(Source: Poonuchaphai, 2010 and Limaye et al., 2009)

Governments can extend personal tax reductions or benefits to cover the use of green products to help consumers make better choices. In Malaysia, the residents under the jurisdiction of Petaling Jaya City Council applauded the move to offer rebates (partial refund) in assessment to green-conscious residents. Under the Petaling Jaya Low-carbon Green Rebate Assessment Scheme, the city council can give rebates of up to RM500 to residents who incorporate energy efficient upgrades or adopt a green lifestyle. A 25% rebate, for instance, can be given to residents for using solar panels in their homes (Henry, 2011).

The Thai Government has made ethical products and services more accessible and affordable by supporting the housing and commercial sectors to reduce energy usage: a nationwide campaign on replacing incandescent light bulbs with compact fluorescence lamps (CFL), for instance, involved CFL producers, distributors and retailers, helping to make them more accessible throughout the country (see Box 3).

In Bangladesh, removing VAT/tax on solar panels, raw materials and accessories have made them more accessible to many rural households. Bangladesh also encourages businesses to produce components for the solar home systems (Barua, 2010).

Government support is essential in Asia for increasing the visibility of environment friendly choices and credibility of initiatives encouraging ethical purchases (see Box 4).

BOX 4: RESPONSIBLE RETAILERS ROUNDTABLE (BALI, INDONESIA)

The Bali Coalition of environmental NGOs is a loose association of communities, individuals and non-profits that initially banded together in 2010. From the onset, it was agreed that retailers would be the focus of the Coalition's efforts due to their fast expansion and substantial environmental impacts of their operations. Keeping in mind the provincial government's Clean and Green program, the Coalition decided to focus on plastic bags to get the retail sector engaged in a discussion on sustainability. Evidently, plastic bags are the tip of the iceberg in terms of overall environmental impact generated by retailers, however since there is already a growing consumer awareness of their impact, they represent a pressure point. Because of the Indonesian context, it was felt imperative that an effort to bring plastic bags under control should emanate not from a non-profit, but from the government. With this in mind, the Coalition met with the head of the Bali Environmental Agency (Badan Lingkungan Hidup (BLH) Propinsi Bali), which lent credibility and authority to the effort. The Head of BLH responded favourably to the Coalition's proposal towards the establishment of the roundtable, and offered to facilitate the process (Dunais, 2011).

Governments can also lead by example by adopting green public procurement. This might have a trickle down effect on the market growth of ethical products and services. Municipalities in China are helping to develop a green market by adopting green purchasing practices and bringing the concept of green procurement to the people (Box 5).

BOX 5: SWITCH-ASIA: CREATING MARKETS THROUGH PUBLIC PROCUREMENT IN CHINA

In Asia public procurement accounts for about 20-30% of products and services consumed. By establishing minimum environmental criteria, and using their purchasing power, the Government can create a market.

The Green Public Procurement China project is working with municipal public procurement centres in the cities of Tianjin, Qinhuangdao and Lanzhou, to adapt national standards for

HOW TO IMPROVE TRANSPARENCY AND CREDIBILITY OF PRODUCT PERFORMANCE

The transparency and credibility of a product's performance can be improved by effective communications – using accessible channels, and making labels informative.

MAKE TWO-WAY COMMUNICATION EASY

Businesses can make product information accessible by having hotlines, websites, customer service centres, or product description labels (Figure 3). These can be based on the three 'C's of communication – clarity, credibility and comparability (Consumer Focus, 2009). Information and communication technology can play a key role in making product information easily accessible. For example, ecoScan is a mobile technology that helps consumers to learn and understand the stories behind environment friendly products (Figure 4). ecoScan China aims to connect users with a vast array of information about the products they purchase including

Figure 3: An example of standard label for completely lead free product

(Source: Diodes Incorporated)



local use. Criteria for the use of energy and water, emissions, and recyclability, are being set for computers, paper and vehicles.

More information:
www.switch-asia.eu/switch-projects/project-progress/projects-on-greening-public-procurement/greening-public-procurement.html

Figure 4: ecoScan system

(Source: www.ecoscan.info)



sustainable production techniques, green certification ratings and corporate social responsibility practices. By encouraging consumers to seek out this kind of information, consumer awareness and overall industry standards of sustainable consumption and production could be improved.

NGOs can educate the public by exposing unethical practices. Consumers International has an Annual Bad Products Award to expose

BOX 6: GREEN PRODUCT DEVELOPMENT AND LABELLING IN MONGOLIA

Mongolia has a strong history of locally produced goods. Many goods rely on extensive agriculture, husbandry and forestry and are manufactured into consumer goods (e.g. food and textile products). The Mongolian National Chamber of Commerce and Industry with several partners implement the SWITCH-Asia project Green Product Development in order to improve the product quality and manufacturing efficiency and to strengthen the position of the products in the local and national markets. Manufacturing companies took part in the ‘Green Product Idea Challenge’ and capacity-building seminars on Mongolian eco-labelling schemes. Enhancing the sales of sustainable Mongolian products not only depends on the supply side but largely also on the demand side. In order to promote sustainable products, apart from marketing of green products by manufacturers, general promotion of green products and labels towards retailers and consumers is planned.

More information:
www.greenproduct.mn

the “failings of corporate responsibility and the abuse of consumer trust”. For example, the award discloses the ‘green washing’ of Coca-Cola, where the company continued international marketing of its ‘mineral water’ branded Dasani, despite admitting using the same sources as local tap water (CI, 2007).

In addition, NGOs can forward consumer-friendly recommendations for green product development and labelling (see Box 6).

Governments can help strengthen consumer confidence by developing legislation for environmental certification and labelling schemes. They can also step in and develop ‘minimum requirements for ethical claims’. For example, the Governor for the Province of Nanggroe Aceh Darussalam in Indonesia endorsed the Green Reconstruction Policy Guidelines (WWF, 2006b) for use in Aceh’s sustainable reconstruction. They were to be used both for the provincial government and the regency or city administration. Such guidelines could become a basis for self-declaration or self-regulation. At the same time, such guidelines could become a basis for minimum requirements to make ethical claims (CI, 2010).

Governments can also create a common platform for exchanging information. The 1Malaysia Pengguna Bijak (1MPB) Portal (Figure 5), for example, enables consumers to:

- compare prices (pricewatch)
- blog/discuss in a forum/web chat
- register as users (“Rakan Pengguna”)
- use SMS applications – check prices, make complaints, go to tribunal
- access information on consumerism and consumer tips

Figure 5: An example of a smart consumer portal – an innovative and interactive platform initiated by the Ministry of Domestic Trade, Consumerism and Cooperatives in Malaysia

(Source: 1MPB)





'HOW TO USE'

HOW CAN CONSUMERS UNDERSTAND 'LOW-IMPACT PRODUCT USE' AND ITS BENEFITS?

BECOME THE VEHICLE FOR DISSEMINATING THE MESSAGE

JorKoe EcoTrek, a tour operator in Mae Hong Son, Thailand, is the vehicle for sharing community-based eco-tourism projects with visitors. These projects are conserving natural and cultural resources and being implemented by the Thai environmental NGO, Project for Recovery of Life and Culture (see <http://huaiheevillage.blogspot.com/2008/09/what-is-jorkoe-ecotrek.html>). Businesses can also adopt cross-sector linkages to improve their products, habits and routines to reduce the impact on environment.

For example, a detergent company can work with a 'white goods' company to make their detergent more efficient and green for use with washing machines.

NGOs can guide consumers towards smarter consumption with sustainable lifestyle campaigns. The five-year '3K Programme' from the Federation of Malaysian Consumers Associations, for example, helps to improve consumption behaviour and to enable consumers to use utilities such as water and electricity more efficiently. The campaign encourages good consumer behaviour such as watching less television on its 'No TV Day', saving money by monitoring prices, and finding good bargains.

The eco-village of Shamalia, near Dhaka in Bangladesh, is a small private initiative of Nature Alliance which is helping villagers change their habit of using firewood and motivating them to cease cutting trees.

CASE STUDY:



BANGLADESH: COOKING, POULTRY AND WORKING TOGETHER INTRODUCING RURAL CONSUMERS TO 'LOW-IMPACT PRODUCT USE'



Villagers in a remote village in Bangladesh are now enjoying better health, higher income, and a less rapid degradation of their forest thanks to the introduction of low-impact sustainable living. Nature Alliance, a non-profit initiative has been sharing its innovative and practical approach for living in harmony with nature and combining it with a sound economic base, to encourage the inhabitants of Shamalia into a viable, more sustainable way of life.

FOREST USE IN BANGLADESH

- 63% of total annual biomass fuel consumption comes from firewood.
- 48% of the current energy requirement comes from trees and bamboo (36% from agricultural residues and 13% from dung).

(Source: Sohel et al., 2010)



Cooking with firewood in Bangladesh

(Photo: Nature Alliance)



Mr. Mohiuddin Babar of Nature Alliance during a motivation session with villagers



The poultry farm shared by three families

It is not just urban consumers who can benefit from a renewed focus on low-impact living. Nature Alliance recognised the potential for change in Shamalia village, near Dhaka, and proposed an integrated action programme for change, and an accompanying initiative for environmental education.

1. The **Participatory Natural Surrounding Management Programme** is bringing the village together to plant trees, manage waste and sanitation, conserve and improve the local natural beauty, all the while strengthening a unique identity for the community. The first step for Nature Alliance was to motivate the people against cutting trees. Each family was using 4-5 kg firewood/day where one tree could provide about 140-150 kg/year. After emotional discussions with the villagers, particularly the womenfolk, they agreed to go ahead with a biogas project to give them an alternative source of energy. A poultry farm was set up, shared between two or three neighbouring households to reduce the burden for a single family, and the poultry droppings used as a fuel.

2. The **Environmental Education Programme** is training villagers on the eco-friendly production and use of biogas, and is teaching them how to minimise their dependence on the forest. The programme is also raising awareness at environmental fairs organised by academic institutions and community clubs, and holding occasional art and essay competitions for different age groups - particularly on World Environment Day and World Habitat Day.

POLICY LINKAGES

In Bangladesh, action at the political level is also encouraging the use of biogas as an alternative fuel. The National Energy Policy (1996/2005) and the Renewable Energy Policy 2008 are a driving force for the development of renewable energy in the country (The Government of the People's Republic of Bangladesh 2005, 2008). A number of biogas plants are being set up in different parts of the country under the National Domestic Biogas and Manure Programme (NDBMP) implemented by Infrastructure Development Company Limited (IDCOL, 2009) and its partners. This programme

“ We always had rules not to cut trees. Even then we lost so many trees from this forest because people needed to survive – they need firewood. This forest has been the only source. However, if all villagers use biogas, no-one will need to cut the trees from the forest. This forest will be saved.

(Abdur Rashid, guard at the local forest office)



was initiated by the Dutch development agency, SNV. However, the Institute for Fuel Research and Development (part of the Bangladesh Council of Scientific and Industrial Research) has been the main actor to date for disseminating domestic biogas plants in the country (Alam, 2008).

People can experience, and have their own, biogas stoves with the help of subsidies from NDBMP. In general, a total investment of Taka 25 000-30 000 (US\$ 350) is needed for one plant which can produce almost 3 m³ gas and has a total plant volume of about 6 m³. NDBMP can provide Taka 7 500 (US\$ 100) as an investment subsidy plus a fee of Taka 5,000 (US\$ 70) per unit to the agencies responsible for construction and maintenance. The total investment subsidy is therefore around Taka 12 500 (US\$ 170) for every biogas plant (Alam, 2008).

WHAT IS THE IMPACT?

In Shamalia, three families could save an average of 9-10 kg of firewood per day by using biogas. This is equivalent to each household not taking firewood from about 10 trees a year, worth around Taka 5 000 (over US\$ 65) per household/year (Ghimire, 2005).

A second impact was better health being enjoyed by the women as a result of not cooking in a smoky environment. They also had cleaner kitchens as there was no more the soot from



Putting poultry droppings into digester



Opportunity for new product use with low environmental impact: Cooking with biogas



This project is changing the lifestyle in the homestead. Now my wife does not complain about irritations while cooking.

(Lutfar Chowdhury, project beneficiary)



WHAT NEXT?

During 2011, Nature Alliance is in discussion with banks and other financial institutions to make seed money available for poultry farms and biogas digesters.

The target for NDBMP is to support the construction of over 37 000 quality biogas plants by 2012 (IDCOL, 2009); though there is a potential demand of up to 4 million (Al-muyeed & Shadullah, 2010; Islam et al, 2006).

Other stakeholders are getting involved. The Khulna University (Bangladesh), for example, has introduced an academic syllabus on environmentally friendly biogas plants under its Agriculture and Environment Course (ES 2209) (Tuhin, 2005).

burning wood. Cow dung as well as poultry droppings were used in the biogas digester thereby increasing the use of natural resources even further. The third benefit was through the establishment of the poultry farm: not only did the villagers' consumption of protein go up, so did their potential for generating income. Nature Alliance shows that by selling eggs and poultry birds, three families in Shamalia now each have an average income of Taka 2 000 (about US\$30) per month after paying back the loan. This compares with an annual income of Taka 2,000-5,000 (US\$30-75) for 80-90% of rural households keeping 3-10 birds in their backyards (Saleque, No Year).

Around 10 000 households in Bangladesh have enjoyed both monetary and non-monetary benefits of biogas (SA PPLPP, 2009; Ashekuzzaman et al., 2010), with almost 3000 being poultry dropping based (Faisal, 2010).

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Governments can provide funds and technical assistance to support initiatives by NGOs. The energy conservation campaign in Malaysia, “SWITCH!”, is an example of an NGO effort supported by government and industry. The project

aims at providing a platform and services to improve transparency through interactive monitoring of electricity use and billing charges, and educating the public on energy usage (Box 7).

BOX 7: THE NATIONAL ENERGY AWARENESS CAMPAIGN IN MALAYSIA

The Federation of Malaysian Consumers Associations implemented a national campaign with schools, companies and the media to raise awareness on the importance of energy conservation. This campaign was also supported by the Ministry of Energy, Green Technology, and Water (KeTTHA), Energy Commission, Tenaga Nasional Berhad, and National Energy Centre.

More information:
www.switch.org.my



Interactive and transparent billing information

OPPORTUNITIES FOR AFTER-SALES SUPPORT

GO BEYOND PRODUCTS TO SERVICES

Policies for ‘extended producer responsibility’ (EPR) can address a general lack of after-sales support and some forms of it have been reported for certain businesses in Thailand: Bangchak Petroleum (Public) Company Ltd. has quality and environmentally friendly oil products to serve end-users and the environment; and Biodegradable Packaging for Environment Co., Ltd. produces pulp tableware products which are eco-friendly, chlorine free, non-toxic, biodegradable, and use no trees or forest products (Chotichanathawewong, No Year). Voluntary agreements or other initiatives can be put in place to maximise the effectiveness of customer support services, such as custom handling or personal step-by-step guidance, and consumer

complaint centres. Business associations can encourage and acknowledge best practices by recognising companies with innovative after-sales support. The International Business Awards community, for instance, presented the Epicor Software Corporation with the 2006 Stevie® Award for Best After Sales Support in America (see www.stevieawards.com).

Traffic congestion in India

(Source: *The Road to Change*)





‘HOW TO DISCARD’

WHEN THE WASTE DISPOSAL SYSTEM IS INSUFFICIENT

Issues related to this challenge can be overcome by leveraging Asian informal waste management systems, and by using preventative measures and policies that help reduce, reuse, recycle, return and repair products.

TELL CONSUMERS HOW OR WHERE TO DISPOSE OF THEIR WASTE

A product description can include instructions for a standard method of disposal. Consumers can act accordingly and reduce their impact on the environment (Figure 6).

LOOK EAST!

More advantage could be taken of the large share of the waste collection market taken by the informal sector (Visvanathan and Kumar, 2007). The sector could be institutionalised, with governments providing incentives to scavengers, middle-men, waste dealers, cottage or small-scale recyclers.

Business community including street vendors, can encourage biodegradable packaging the Asian way. Green banana or bamboo leaves are commonly used in India, China, and throughout Asia to wrap food. Banana leaves are also used as disposable plates to serve food to help reduce the non-degradable waste, such as polystyrene, which has become a problem in landfill

sites. Households can be encouraged to manage their own waste, including making compost with their kitchen waste.

NGOs can encourage the public and business to tap into the uniqueness of Asian culture which makes wide use of natural products like banana leaves or rattan. NGOs can also encourage consumers to sell or donate their unwanted goods, such as clothes or books, or can introduce the concept of collaborative consumption – to share, swap, barter, trade or rent used products (Botsman and Rogers, 2011; Botsman, 2011). Likewise, buying second-hand goods from garage



Banana leaves as disposable plates embracing the Indian culture in Malaysia

(Photo: Kyspeaks)

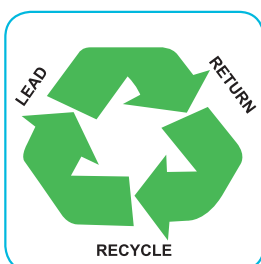


Figure 6: The international recycling symbol ISO 7000-1135 (the ‘Moebius Loop’). The symbol carries clear disposal instructions

(Source: www.greenlead.com)



Making compost from kitchen waste in Sri Lanka

(Photo: Premachandra, 2006)

CASE STUDY:



PHILIPPINES: SHARED RESPONSIBILITY FOR WASTE MEANS A HEALTHIER NEIGHBOURHOOD AND A CLEANER LAKE LAGUNA

The people of Laguna Lake are composting their waste, managing it, making money from it, and are healthier and wealthier as a result. The lake, which is the largest in the country and sustains the livelihoods of so many local families, today is no longer a dumping site thanks to householders, businesses and local authorities joining forces to solve what had become a serious problem of waste disposal in this part of Calamba City (WEPA, No Year).

Over 15,600 people live in the Palongon, Lingga and Sampiruhan 'barangays' (villages) of Calamba, collectively generating 142 tons of waste every day, or 0.6 kg per person (DA, 2005). In the past, the local authority had no real infrastructure to manage solid waste and garbage collection was erratic and poor, especially in the narrow streets of the innermost zones. However, in 2000 the government passed the Ecological Solid Waste Management Act requiring local governments to work with the private sector on service delivery and to be responsible for the environmentally sustainable disposal of solid waste.

A growing number of complaints from PaLiSam residents had been alarming the city authorities so the Department of Environmental and Natural Resources decided to take the three districts as their first site for developing a public-private partnership (PPP) for solid waste management. In 2002, households, local businesses and the UN Development Programme created a solid waste management plan and proposed establishing a

separate corporation to implement it. In 2003, 'PaLiSam MRF Inc.' was set up and became the first ever community-based PPP for waste management in the Philippines (DENR et al., 2003).

HOW DOES IT WORK?

PaLiSam MRF combines the principles and operations of both a corporation and a cooperative. It is wholly owned by the three barangays and is managed by the people's representative of PaLiSam, a local business association, and the city government. Proceeds are used to sustain MRF operations and fund livelihood training for women in the area.

The venture has revolutionised waste management in PaLiSam by making it everyone's responsibility. Residents have been taught about the hierarchy of waste management (See Figure 1) and how to segregate, compost, make money and dispose of waste, properly. It was not an easy process and required series of consultations and training courses with PaLiSam residents. Success was due to community leaders who championed the initiative and encouraged residents to take 'ownership' of the project (DENR et al., 2003).



'Walk the talk' – a councilor in Barangay Palongon shows us how he does segregation at home. "It's easier to convince people to manage their waste if you're doing it too. Nothing beats the strategy of talking from experience."



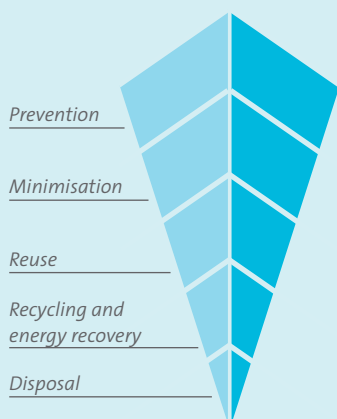
The root word of PaLiSam is 'palis', which in Filipino means to clean up completely. MRF pronounced as 'murf' for materials recovery facility is a specialized infrastructure that receives, separates and prepares recyclable materials for marketing to end-user manufacturers.

POLICY LINKAGES

Policy-makers were involved in the project from the beginning and the project benefited from the support of the National Environmental Agency, which was responsible for the legislation.

Figure 1: Hierarchy of Waste Management

(Source: UNES-CAP/IGES, 2007)



The project feeds back into national policy. It became an example for other local governments considering setting up a PPP as a way to manage waste problems, and it provided the national agency with an incubator for further developing and refining implementation of the environmental law governing MRFs. Being able to do this substantially increases the potential for replication (UNDP & PPPUE, 2004).

mean an annual direct saving of about US\$ 20 000 in terms of medicines and lost productive days (DA, 2005). Overall, the project has helped to restore the Laguna de Bai and the long stretch of the bay adjacent to PaLiSam now has a popular baywalk (PIA, 2011).

WHAT IS THE IMPACT?

The PaLiSam project has been providing the three barangays with an uninterrupted waste management service. It has diverted 34.6 tons of solid waste a month and saved the city government roughly US\$ 2 200/month. Over five years this could mean a saving of over US\$ 130 000 (DA, 2005). Interestingly, the project has also helped to curb the increase of disease, which accompanies improper waste disposal, such as dengue fever, malaria, typhoid fever, amoebiasis, tuberculosis, asthma, and skin disease in every quarter. A moderate estimate showed that this could



Mr. Boy Oracion, a member of the NGO Kalikasan based in barangay Lingga, proudly shows off his segregated bins (which he made himself) for non-biodegradable wastes. 'The first time I attended one of your lectures on waste management, I was totally convinced. At first, it was hard to persuade members of my family to segregate, reuse, and recycle. It took weeks of patience to constantly remind them. Today, it has become a family affair.'

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Night market in Chiangmai, Thailand

share, swap, barter, trade or rent used products (Botsman and Rogers, 2011; Botsman, 2011). Likewise, buying second-hand goods from garage sales is a great way to buy new clothes and pay less.

One of the fundraising initiatives of the Himakas-Binuligay-Uswag Association Inc. in Cabatuan, Iloilo, in the Philippines, is to collect second-hand clothes, bags, toys and other usable items, and sell them on to the poor at affordable prices in order to support its projects (see www.hbu-inc.webs.com).

BRING YOUR OWN AND USE MORE THAN ONCE

Various countries in Asia have begun to adopt this concept. Many supermarkets in Malaysia, Indonesia, and Thailand, for instance, have put this into practice and some have charged consumers for using plastic bags.

Mumbai Dabbawalla is a successful local business model that has gained recognition for its efficient service and operation. Lunch boxes or ‘tiffins’ are used more than once for carrying and delivering home cooked food.

In 2008, the city of Pampanga in the Philippines launched a campaign to revive the use of ‘bayong’ to replace the use of plastic bags (Pena,



Dabbawalla in Mumbai with tiffin lunch boxes

(Photo: Wikipedia)



‘Bayong’ for shopping in the Philippines

(Image: Earth Every Day)

2008). Bayong is a simple hand-woven flat basket made from palm, pandan or sea grass leaves, and is commonly used in the Philippines by the older generation for household grocery shopping.

WEED OUT THE PROBLEMS

In 2007, expatriates and local people concerned about the fast build-up of plastic waste in Bali launched a consumer-level waste reduction initiative. The campaign called ‘Say No to Plastic’ or ‘Bali Cantik Tanpa Plastik’ prompted retailers in Ubud to start offering affordable alternatives to plastic shopping bags. They began to educate their customers about the problem of plastic by reducing the number of single-use plastic bags they gave out and by encouraging them to bring or reuse their own bags (www.plasticfreebali.org).



Encouraging re-use of plastic bags

Governments can impose a ban on the use of specific substances or products or ban the disposal of certain items, such as tyres or plastic containers, at solid waste facilities. They could also impose charges for using high-impact products. In Bangladesh, poly-bags have been banned since 2002, which has triggered another opportunity for a more sustainable replacement. Jute bags are now creating another high potential green demand (Box 8).

BOX 8: BAN ON PLASTIC BOOSTS DEMAND FOR JUTE BUSINESS IN BANGLADESH

Bangladesh used to have 9.3 million plastic bags dumped in the city every day, with only 10-15% ending up in dustbins. In 2002, it became one of the first countries to ban plastic bags, with China following in 2008 (AFP, 2010). The ban promotes diversified jute products in Bangladesh which have immense potential for growth in the domestic market:

- an estimated increase of around 300 percent in prices from Taka 20 crore to Taka 60 crore brings profits and benefits to producers
- greater use of jute bags by boutiques and the retail industry enables consumers to practice ethical choices

EXPONENTIAL GROWTH FOR ECO-FRIENDLY JUTE BAGS

A study conducted by Innovision Consulting Private Ltd on 40 institutional buyers concluded that Jute Diversified Products (JDP) of Bangladesh have immense potential for growth in the domestic market.

With more than 60 percent market share, the jute bag is the top selling JDP in the local and global markets. The strong international demand for jute bags is attributed to a growing corporate interest in environmentally friendly products.

(Source: Innovision, 2011 and Saha, 2011)



E-waste is a mounting problem in Asia

(Photo: Jones, 2010)

TAKING BACK MORE WASTE

Take-back campaigns can be carried out by companies to encourage consumers to actively manage the disposal of waste that otherwise ends up in landfills. Nokia-India encourages mobile phone users to dispose of their used handsets and accessories, such as chargers and handsets, regardless of the brand, at any of the recycling bins set up at Nokia Priority Dealers and Nokia Care Centres (India Times, 2008). Take-back systems could be

“Take-back systems could be made obligatory for certain products”

made obligatory for certain products. An example of this could be thermometers, where the mercury is not only harmful as a waste but can easily be reused. Other examples include end-of-life vehicles and waste electrical and electronic equipment (WEEE) (Akenji et al., 2011).

E-waste piling up fast



CASE STUDY:

INDIA: ENVIRONMENTALLY SOUND MANAGEMENT
OF ELECTRONIC WASTE

OPPORTUNITIES FOR INFORMAL SECTOR STIMULATED BY RECYCLING LEGISLATION

Recycling has always been a core activity for Mr. Shashi Bhushan. He has a 2000-strong network of e-waste collectors based in Delhi and has built up a close relationship with his customers – local authorities, ministries and a wide range of companies - over the last 20 years. Mr Bhushan's collectors buy e-waste at auctions in great quantities, and either refurbish it or dismantle it and sell on the components to different buyers. Although he was not running a registered business, his satisfied customers were paying up to five times the going price for his material; and they also provided pick-up assistance.

One and a half years ago, the Delhi Pollution Control Committee declared that public departments could only sell e-waste to registered e-waste recyclers. This was the push that Mr. Bhushan needed to mobilise his network and encourage them to become members of the E-Waste Harit Recyclers Welfare Association (e-HRWA). This gives them both legal status and a helping hand in being able to adopt environmentally friendly practices, which they will do at their new location.

This is one of many entrepreneurial stories from India relating to waste collection and the recycling chain. The rapid growth of electrical in-



Informal and formal recycling units – before and after

dustries and obsolete electrical goods is continually generating more waste and bringing with it major disposal challenges. Around 486 000 tons of e-waste (computers, mobile phones and televisions) are generated; 95% of which goes through the informal channels of backyard, home and cottage industry recyclers (Chaturvedi et al., 2007).

When informal workers handle e-waste it is often harmful to both themselves and to the environment. Emissions from the material, unhealthy dismantling and smelting units, makeshift facilities not meeting occupational health and safety standards but being used for toxic waste, unsorted e-waste openly dumped, are all commonplace. To improve the overall situation and formalise operations a SWITCH-Asia project, Establishing E-Waste Channels to Enhance Environment Friendly Recycling (WEEE Recycle), lead by GIZ Advisory Services and Environment Management (ASEM), is improving the management systems for e-waste streams and handling.

Mr. Shashi Bhushan, leader of the Informal Sector Association in Delhi shares his experience with the SWITCH-Asia Network Facility during a visit to an informal recycling unit in Delhi, India.



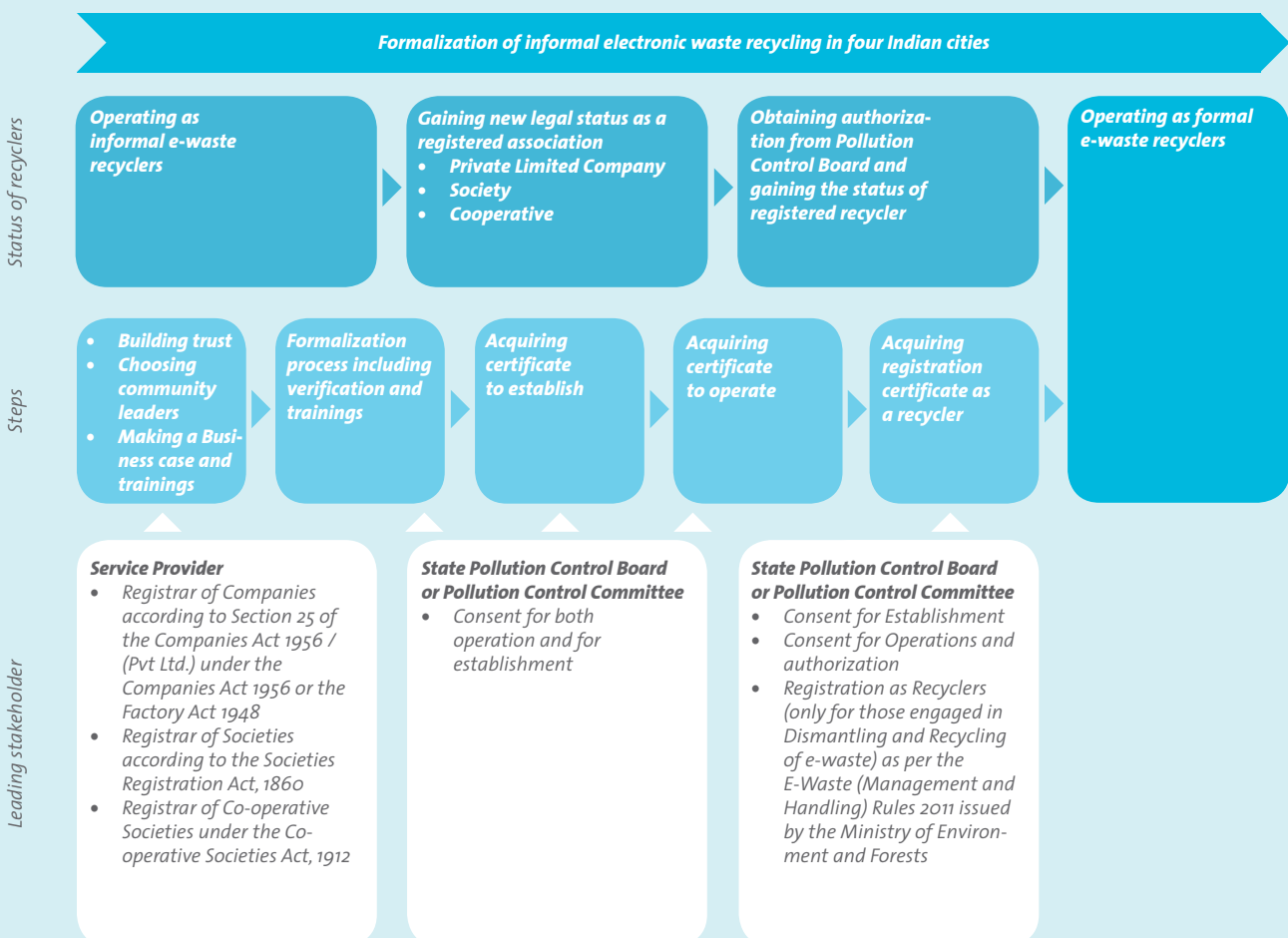
TALKING TO ALL STAKEHOLDERS

The partners of WEEE Recycle work closely with community leaders, in four different cities, to reduce the amount of waste going through informal channels. In these four cities, namely Delhi, Bangalore, Pune and Kolkata, GIZ along with the other project partners is helping informal waste collectors organise themselves into formal associations, to link up with more formal sectors by promoting environmentally sound management (ESM), and to send more e-waste to registered recyclers.

Figure 1 shows the formalisation processes. In each of the four cities a different service provider is taking the lead for initiating and supporting the process, including building capacity for the transition. Courses show participants how to look for new opportunities, and how to remove toxic waste and recover precious metals. Basic, advanced (once the organisation is registered), and refresher courses (on demand) are available.

Capacity building is also being provided for government officials, including that for a stakeholder dialogue leading to formation of Core Groups that develop City Level e-waste Action Plans, for example in Pune and Delhi. Consumers of electrical goods are an important target group of the project as they sit at the beginning of the e-waste management chain. The project organises awareness-raising workshops and campaigns to encourage them to use proper collection points and to direct e-waste towards formal channels. For example, in all the four project cities, the project organises an e-waste calendar campaign in schools, places collection bins in local government buildings, and is planning to start a public campaign with the Ministry of Consumer Affairs. They hope that with more knowledge and know-how about where to dispose of their e-waste, consumer action will ultimately lead the way towards an inclusive, formalised recycling sector. Eventually, informal recyclers will no longer have access to supplies and will have to formalise in order to remain viable.

Figure 1: Formalisation process for informal e-waste recycling in India



PRACTICAL BENEFITS FROM INVOLVING POLICY-MAKERS

Having a strong policy framework creates a compelling business case for informal recyclers, and motivates consumers to take action, so it is essential for the formalisation of the e-waste recycling sector.

In 2008, there was a multi-stakeholder consultation on policy. The process followed GIZ guidelines for creating policy, which were focussed largely on hazardous waste and its management. During consultation the stakeholders wanted a separate e-waste rule that would be comprehensive and based on the principle of Extended Producer Responsibility (EPR) and Restriction of Hazardous Substances (RoHS). The final E-waste Management and Handling Rules were notified by the Ministry of Environment and Forests (MoEF) in May 2011 and would become effective from May 2012.

GIZ has also been preparing guidelines for effective implementation of the e-waste rules that would enter into force in May 2012. It will cover requirements for all stakeholders associated with the handling of electrical electronic equipment and e-waste (producers, private consumers, bulk consumers, recyclers etc.), how to enact policy, and expectations. The law will address all stakeholders and their roles and responsibilities in safe collection and disposal of e-waste.

The Ministry of Consumer Affairs supports the project, particularly because of its planned awareness-raising campaign using electronic media. In



the future, following the project, a toolkit could be developed for the eco-design of electronic products, in collaboration with the Department of Information Technology of the Government of India.

The government's pollution control boards and committees, such as the Delhi Pollution Control Committee, implement most legal and policy mechanisms. They provide "information-based instruments" such as guidelines for the safe disposal of e-waste for newly registered associations, and rely on projects such as WEEE Recycle to help make consumers use formal recyclers. The policy instruments all aim at fostering extended producer responsibility (EPR).

WHAT IS THE IMPACT?

The WEEE Recycle goal is that 25% of the e-waste generated in the four cities is managed by the formalized informal sector associations in an environment friendly manner. Given this overall goal, the project has many target groups that could be affected, as shown in Table 1.



E-waste collection bin (including the information on pick-up service) at the Delhi State Ministry



Extended Producer Responsibility (EPR) means that the producers take responsibility for their products from cradle to grave, and therefore, should develop products that have improved performance throughout all stages of the product life cycle. At each stage of the life cycle, opportunities for improved performance exist.

Table 1: Project impact on target groups

TARGET GROUP	IMPACT
Producers/Informal waste recyclers	<ul style="list-style-type: none"> • 6 companies with roots in informal sector registered • Two companies, one society received licence from Pollution Control Board • 7 000 waste pickers organised in Pune for e-waste collection • Waste processed by informal sector aimed to reduce from 95% to 65% • 14 training workshops for capacity building and awareness raising conducted
Policy-makers and government	<ul style="list-style-type: none"> • E-Waste (M&H) Rules 2011 entering into force in May 2012 • 3 Central Ministries and four State Governments involved in planning and implementation • 15 e-waste collection bins installed at state government offices in Delhi as physical infrastructure to improve channelization of e-waste • Collection Centres established at various residential areas and technology parks • Household collection drives initiated in residential areas • Series of awareness workshops for different stakeholders organised
Consumers	<ul style="list-style-type: none"> • 250 000 households receiving professional doorstep collection from informal sector associations • Publication of policy papers, conference papers on mainstreaming informal sector into formal e-waste channels and e-waste policy formulation process in India • Catalogue of e-waste products published for informing stakeholders • Establishing contacts with different establishments for outreach and mass awareness • Establishment of e-waste collection centres in four cities
Producers/Manufacturers	<ul style="list-style-type: none"> • Consultations on implementation of EPR and RoHS • Strategies for integration of the formal sector and the informal sector associations • Audits conducted for the two companies in Bangalore by producers as a predecessor

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In line with the EU WEEE Directive, the Chinese government is preparing legislation that will oblige producers to take back and recycle end-of-life mobile phones (Draft of Management Regulations on Recycling and Disposal of Waste and Used Household Electrical Appliances). On top of this, policy-makers can introduce a ‘recycling report card’ to grade take-back and recycling programmes for problematic solid waste (such as plastics and electronic goods, including TV, computers, etc). In Vietnam, the government has set strategic 3R official targets (Box 9). This will let government and other interested inves-

tors develop systems and facilities for recycling and treating solid waste coming from urban areas and industry (Nguyen, 2009).

BOX 9: ‘HOW TO DISCARD’: VIETNAM SETS OFFICIAL 3R TARGETS

The Vietnam National Strategy on Reduce, Reuse and Recycle Target by 2020 (Draft) encapsulates the following national goals:

- Collection rate for solid waste: 95%
- Solid waste disposal: 40% of collection amount
- Reuse and recycle rate: 60%
- Reduction of waste generation


(Source: Nguyen, 2009)

ACTIONS IN ASIA – LAYING A PATH TO SUSTAINABLE CONSUMPTION

Some movers and shakers in sustainable consumption in Asia have been making notable contributions to mainstream sustainable consumption and to help make it a way of life. Some ongoing programmes or initiatives have been developed, adopted and replicated

successfully, and can be used as references and guides for developing and customising other sustainable consumption programmes (Table 2). In Table 2, **orange** refers to 'what and how to buy', **green** to 'how to use', and **purple** to 'how to discard'.

Table 2: Tailor to suit – some sustainable consumption initiatives in Asia

THE INITIATIVES	WHO AND WHAT	MORE DETAILS
NGO		
<p>Workshop series on education for sustainable consumption</p>	<p>Members of the Earth Charter Initiative provide capacity building to relevant stakeholders through East Asia Workshops on Education for Sustainable Consumption and Sustainable Lifestyles in China, Japan and Republic of Korea.</p>	 <p>Earth Charter Initiative www.earthcharterinaction.org</p>
<p>Promotion of fair trade</p>	<p>Fair Trade Forum - India (FTF-I) is the national network for Fair Trade in India that enables more than 100000 grassroots level Fair Trade producers including artisans and farmers to improve their businesses through greater engagement with the Fair Trade. FTF-I represents WFTO (World Fair Trade Organisation), the global network for Fair Trade, in India. FTF-I also promotes sustainable consumption and fair services with special emphasis on developing domestic market for Fair Trade in India. The major projects being taken up by FTF-I at present include 'ProSustain: Promoting Fair Trade and Sustainable Consumption in India', 'FairConnect' to build up wider alliance for Fair Trade and 'Fair Trade Cotton – Developing Fair Trade Supply Chain in India, Nepal and Sri Lanka'.</p>	 <p>Fair Trade Forum - India www.fairtradeforum.org</p>

THE INITIATIVES

The domestic Fair Trade initiative

IRFT (International Resources for Fairer Trade) in Mumbai, with the support from Hivos Bangalore, carried out the initial consumer study to strategise for launching Fair Trade products in the domestic market. The study pointed out that communicating Fair Trade to consumers would be easier if they are asked to shop for change. Hence, IRFT/Hivos co-promoted the Shop for Change, a not-for-profit company. Their major initiatives, under the SWITCH-Asia Pro-Sustain Project, have focused on college outreach, communications and corporate procurement as most of the corporate head offices are located in Mumbai (the main business hub of India).



www.irft.org

Access to markets for the poor producers

Hivos' main work areas are civil society building and green entrepreneurship. The knowledge programme on "small producers agency in globalised markets" looks at the changing nature of markets due to global integration of markets, its implications on the choices available to the small producers and their ability to respond to the changes (www.hivos.com).



www.hivos.net

Green Purchasing

The Green Purchasing Network Malaysia is an NGO with portal services that allows users to search its knowledgebase for eco-products, green technologies, guidelines, green practices and upcoming green events in Malaysia and the region.



www.gpnm.org/e

Education syllabus for sustainable consumption

Consumers International advocates for consumer education in relation to sustainable consumption and productions including creating knowledge, values and skills to empower individuals and social groups to become actors of change towards more sustainable ways of living. With the Partnership for Education and Research about Responsible Living (PERL) they also work on inclusion of SCP in formal curriculum.



www.consumersinternational.org

THE INITIATIVES

Alternative transport

B2W is a community-based initiative regarded as the most high-profile alternative transportation group in Indonesia. Founded in 2004 by a small pool of workers, now has more than 45,000 members in several Indonesian cities and becomes more and more.



<http://b2w-indonesia.or.id>

Green-handling of consumer complaints

The Consumers Association of India has a service whereby consumers can file their grievances against companies via mobile phone across India, "from any place, any time". This helps to reduce travel miles and makes filing complaints easier (and paperless).



Consumers Association of India

www.caiindia.org/download.aspx

Closing the loop

XSPROject is a non-profit organization based in Jakarta, Indonesia that supports trash pickers and their families by transforming non-recyclable waste into unique products. Proceeds from the sales are used to provide educational opportunities for the children in trash picker communities. In addition, XSPROject purchases some of its raw materials directly from trash pickers, providing them with additional revenue streams.



<http://hoopfund.com/brand.webui?id=128>

BUSINESS

Bringing green energy home

Grameen Shakti, a member of the Grameen family, was incorporated in 1996 as a not-for-profit company to promote, develop, and popularise renewable energy technologies in the remote rural areas of Bangladesh.



www.gshakti.org

Corporate into green action

The Philippine Business for the Environment (PBE) helps spread knowledge and best practices; and builds synergy among business and with other stakeholders to create solutions to urban problems. Among its initiatives are the Industry Waste Exchange Program, Recyclables Collection Schemes, Green Business with Green Procurement and Eco-Products Fairs.



www.pbe.org.ph

THE INITIATIVES

Bringing businesses with communities and environment

WHO AND WHAT

The Philippine Business for Social Progress is a corporate-led foundation that unites businesses and works with the communities to enhance the impact of the business sector's contribution in poverty reduction and environmental sustainability.

MORE DETAILS



www.pbsp.org.ph

Green communication services

Catalyze Communications in Bali, Indonesia, is a consulting agency that provides communication and marketing services to environmental non-profits and green-oriented businesses in Indonesia and the Asia-Pacific region.



www.catalyzecommunications.com

Green hospitality

The Greening Sri Lanka Hotels Project is a multi-stakeholder initiative, involving 350 hotels with the objective of reducing energy and water consumption, as well as waste generation by 20% respectively by enhancing sustainable consumption practices. The initiative is implemented through the partnership of the Ceylon Chamber of Commerce and the European Commission, with the support of the Tourist Hotels Association of Sri Lanka. The other partners to the project are the Travel Foundation UK, Sustainable Energy Authority Sri Lanka, Institute of Environmental Professionals Sri Lanka and Responsible Tourism Partnership Sri Lanka.



www.greeningsrilankahotels.org

Regional forum on sustainability

The Asia Pacific Roundtable for Sustainable Consumption and Production is a multi-stakeholder facility for the promotion of sustainable consumption and cleaner production in the region with implementing partners including UNIDO, UNEP, UN ESCAP, SWITCH-Asia, and the scientific community.



www.aprscp.net

THE INITIATIVES

WHO AND WHAT

MORE DETAILS

GOVERNMENT

Smart consumption exhibition

The Macao Consumer Council organised a photo exhibition on 'smart consumption' and a talk show on tips for buying real estate property, as part of a series of events and activities, as advocated by Consumers International.



Macao SAR Government Consumer Council
Conselho de Consumidores do Governo da RAEM

www.consumer.gov.mo/e/default.asp

SAVE Programme

The Ministry of Energy, Green Technology and Water in Malaysia introduced the Sustainability Achieved via Energy Efficiency (SAVE) to improve energy efficiency and at the same time encourage sales of energy efficient appliances by providing rebates of up to RM200 to qualified consumers purchasing 5-star electrical appliances.



www.saveenergy.gov.my

Consumer empowerment

The Consumer Advisory Network links consumer advice centres, state consumer help lines, and voluntary consumer organisations in different states in India. The network provides pre-purchase information, post-purchase advice and also offers 'next-step advice' for resolution or redress.



www.consumeradvice.in

INTER-GOVERNMENTAL ORGANISATION

Bringing green energy

Infrastructure Development Company Limited (IDCOL) provided technical and financial support for promotion of renewal energy technologies especially solar home system and domestic biogas in Bangladesh with the financial support from the World Bank, Global Environment Facility, KFW, GIZ, Asian Development Bank and Islamic Development Bank.



www.idcol.org

THE INITIATIVES

Energy Sector Management Assistance Program

The World Bank Group has carried out a large-scale residential energy efficiency programme promoting the use of compact fluorescent lamps (CFLs) in more than 20 countries since 1994, with the aim of reducing energy use, easing peak demands, mitigating environmental impacts, and easing the energy cost burden to consumers.

Sustainable consumption guidelines

The World Bank Group has carried out a large-scale residential energy efficiency programme promoting the use of compact fluorescent lamps (CFLs) in more than 20 countries since 1994, with the aim of reducing energy use, easing peak demands, mitigating environmental impacts, and easing the energy cost burden to consumers.

Advisory Services in Environmental Management (ASEM)

A joint programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH and the Indian Ministry of Environment and Forests, ASEM enhances protection of the environment and natural resources in urban and industrial areas and promotes sustainable consumer behaviour.

Consumer Protection and Product Safety Programme

A programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in China, commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ), works closely with Chinese government agencies, consumer organisations and enterprises to promote conscious consumption and sustainable consumer behaviour, by providing innovative and easy access consumer information.

MORE DETAILS



www.esmap.org/esmap

www.unescap.org/esd/energy/publications/psec/index.htm



www.asemindia.com

www.consumerprotection-productsafety.org

Countries in Asia can integrate and adopt various policies and tools for sustainable consumption in housing, transport and food sector (Box 10).

BOX 10: COMPREHENSIVE EFFICIENCY POLICIES IN THE THREE DEMAND AREAS OF CONSUMPTION



(Photo: CETDEM)

UNESCAP workshops on Green Growth Policy Tools for Low Carbon Development have been carried out in various countries including Thailand, Vietnam, Kazakhstan, Malaysia, and Bangladesh to help all stakeholders understand policy responses for fostering a green economy and low-carbon development in housing, transport and food sectors (www.greengrowth.org).



HOUSING

In the housing sector, the main environmental impact is from water and energy consumption. In most developing countries, lighting is the most important domestic use of electricity. As such, energy efficiency programmes whose purpose is to save energy, and sustainable consumption education programmes to enhance knowledge and choices, should be integrated.

Eco-cities and green building programmes or policies can help improve the efficient use of energy in both residential and commercial sectors, among other sustainability and environmental goals. Building Index Labels can be made mandatory for new construction for both commercial and housing to further support multiplication and replication of sustainable consumption practices.



TRANSPORT

Inclusive and comprehensive fuel economy programmes should be made accessible and affordable to all consumers. A comprehensive transport development plan should cover all modes (truck, car, motorcycle, bus, train, etc.) for both passengers and freight. Low-carbon trans-

port options, including efficient public transport and motor-less travelling, should be effectively integrated. An increase in demand for the use of private cars should trigger a mandatory policy for the use of fuel-efficient models or 'green cars'. Incentives, such as financing and product subsidies, should make them accessible and affordable. Policies should encourage and develop efficient public transport systems, and could be coupled with others that discourage the use of private transport in an effort to reduce congestion.



FOOD SECTOR

Mandatory eco-labelling for food products should provide specific environmental impact information that could affect consumer behaviour and the decisions they make at the point of purchase. Carbon footprints, water footprints and other ethical information should be made available. Apart from environmental information such as whether food is organic or conventionally farmed, and the source of origin, consumers also base their decisions on other factors such as affordability, quality, product information, and convenience, etc.



WRAPPING UP: SUSTAINABLE CONSUMPTION FOR ASIA



Traffic around Phnom Penh, Cambodia

Sustainable consumption will help to create a low-carbon economy with zero waste where all consumer products and services are created, purchased, used, and recycled or disposed of in a closed loop model (WEF, 2009). This is not far from a traditional way of life in Asia where consumers are closely and culturally linked with nature.

It is difficult for consumers to change their behaviour without concurrent change in the worlds of policy-making, manufacturing, retailing and the non-profit sector where concern about the impact we are having on the environment can catalyse sustainable consumption. Eight values are important for these changes to occur in any organisation. Below we ask eight

related questions to help guide leaders in government, business and civil society who want to help consumers be able to make environmentally sound decisions.



Nurturing sustainable consumption around culture, tradition and religion in Asia

Table 3: Eight Questions to Green Actions – driving consumers towards sustainable consumption

8 KEY QUESTIONS	WHAT TO LOOK INTO	GUIDE
<p>Are you visible?</p>	<ul style="list-style-type: none"> • Address ethical product/services availability, accessibility and affordability • Identify targeted consumers • Enhance ethical supply chain within local network • Enhance purchasing of ethical and green products 	<ul style="list-style-type: none"> • UNEP (2005) • Jackson (2008) • Climate Cool et al (2009) • Phillips & Rowley (2011) • Laroche, Bergeron & Barbaro-Forleo (2011)
<p>Are you transparent?</p>	<ul style="list-style-type: none"> • Address credibility of ethical trade • Address accessibility of information on ethical products and services • Put in place consumer friendly labelling systems • Practice the 3 Cs of communication - clarity, credibility and comparability • Engage consumers 	<ul style="list-style-type: none"> • WBCSD (2008) • CI (2010) • Futerra (2010) • Dibb (No Year) • FTC (No Year)

8 KEY QUESTIONS

WHAT TO LOOK INTO

GUIDE

Are you

nurturing?

- Provide incentives and support for sustainable consumption
- Embrace sustainability based social and cultural norms in Asia
- Understand local consumption habits and patterns through collective action
- Provide alternatives and make sustainable lifestyles easy
- Recognise local ecological boundaries of Asian cultures and communities

- GTZ (1995)
- Yoshizawa, Tanaka & Shekdar (2006)
- Petruschke, Kotakorpi & Coles (2010)
- Schrempf & Palazzo (2010)
- Groezinger & Tunçer (2010)
- EIU (2011)
- Dibb (No Year)

Are you

leading?

- Lead by example
- Keep ahead and innovative
- Demonstrate the benefits of sustainable consumption
- Leverage on Life Cycle Management
- Enable innovation in public policy

- Greening Public Procurement in Urban Administrations in China
- Thailand Greenhouse Gas Management Organization
- Green Purchasing Network Malaysia
- Pairoj-Bariboon (No Year)
- GTZ et al (2006)
- Wolff & Schönherr (2011)
- WEF (2011)

Are you

building?

- Address consumer awareness and education on ethical and green products/services and sustainable consumption
- Address consumer understanding of low-impact products and services
- Support knowledge building with materials, information sheets, and guides on eco-friendly usage or operation of products and services
- Provide interactive platform for communication

- Li (1997)
- Petruschke, Kotakorpi & Coles (2010)
- Knights (2000)
- 1MPB Portal
- Mega Carpool
- Finkbeiner (2008)
- Hicks & Hovenden (2010)
- Consumer Focus (2009)

Are you

protecting?

- Address relevant consumer and environmental protection laws and regulations
- Address issues of ethical trade

- The United Nations Guidelines for Consumer Protection (UNCTAD, 2001)
- The Consumer Ombudsman (2009)
- CI (2010)

8 KEY QUESTIONS

WHAT TO LOOK INTO

GUIDE

Are you

accepting?

- Address take-back mechanisms
- Provide complaint handling mechanisms
- Extended producer responsibility
- Address barriers to public-private partnership

- Petruschke, Kotakorpi & Coles (2010)
- Hansen, McKinnon & Watson (2010)
- Yoshizawa, Tanaka & Shekdar (2006)
- WEF (2011)

Are you

looping?

- Address product reuse, reduce, recycle, repair and return
- Move from life cycle assessment to life cycle collaboration
- Provide appropriate label with information on how-to-discard
- Establish partnership (cross-sector) with relevant stakeholders

- Visvanathan & Kumar (2007)
- Akenji et al. (2011)
- WRAP-UK
- WEF (2009)
- CSCP (2009)
- WEF (2011)

Figure 7: The Steps towards Sustainable Consumption

**TAKING THE LEAP:
5 STEPS TO
SUSTAINABLE
CONSUMPTION**

STEP 1

GET TO KNOW: Understand the consumption scenario and dilemma (WEF, 2011). Follow step-by-step guidance on an evaluation process on policy impact (Wolff and Schönherr, 2011).

STEP 2

GET ACQUAINTED: All relevant stakeholders, particularly the consumers are educated and informed of available options and available infrastructure for making sustainable consumption as their way of life.

STEP 3

GET ENGAGED: that consumer behaviours and local consumption patterns (individual, social, material) are included in making green living policy (Phillips and Rowley, 2011; Southerton et al., 2011; Finkbeiner, 2008).

STEP 4

GET SET: that environment is encouraging, enabling, engaging and exemplifying sustainable consumption (CSCP, 2009).

STEP 5

GO! Green and ethical products are visible, available, accessible and affordable to consumers.

FROM SUSTAINABLE CONSUMPTION TOWARDS SUSTAINABLE LIFESTYLES

The debate of sustainable consumption has been recently shifting from mainstreaming sustainable products to enabling sustainable ways of living. The framing of sustainable consumption in the SWITCH-Asia Programme has a product life cycle perspective and mainly focuses on purchasing, use and disposal of products sustainably. Leadership opinion now conveys that a deeper engagement with consumers beyond the point of purchase and pre-sales communication can be more effective.

Moving from sustainable consumption to more sustainable lifestyles requires involvement of us all – from Government, Business and civil society organisations. We need to create the conditions for us all – as consumers and citizens – to be able to move towards a better quality life based on sustainable lifestyles, rights and responsibilities.

*Bjarne Pedersen,
Consumers International (London)*

This would mean re-conceptualization of the consumer as a citizen i.e. not disintegrating individual consumers from society as a whole but seeing them as part of their communities (WEF, 2011). Hence concepts of products and services for sustainable living need to fundamentally focus on the core needs of communities, contribute to societal well-being and consciously avoid fostering consumerist values.

Some of our reviewers shared their perspectives with us as final words for this booklet.

China and India may be considered the economic super-powers of the future but they have a large population living in poverty. In India some 400 million are still considered poor. In the last 15 years or so, India has managed to lift 200 million people out of poverty and these have now joined the middle class. Unlike China, India's population is also very young. Combined together, it is inevitable that aggregate consumption is going to rise in the future. Channeling consumption towards greater sustainability is the only option. Choice editing will not work; instead a combination of measures such as sensitization of school-going children, improved public infrastructure and fiscal measures is needed. But if a wish-list for sustainability were made, perhaps on top of the list would be a champion for sustainable living – perhaps a return of the Mahatma.

Rajan R. Gandhi, Society in Action Group (Gurgaon)

In Asia there is a tension between the flash-cash emerging consumer class and the pockets of poverty that still dog city neighborhoods and entire villages. This dichotomy of existence makes it hard to balance policies for the common objective of sustainable consumption for a society of polarised lifestyles. Regional leaders say they need economic growth to lift people out of poverty, and, indeed, have achieved that to a huge extent. Yet the per capita bio-capacity of the region is so low that nothing short of a strict diet of natural resource use would guarantee future development. Would Asia find well-being for its people and grandchildren by growing out of its rich traditions and cultures of community-centered living, closeness to nature, sharing, and respect for the elderly? Good news is there are signs. Bhutan is talking of Gross National Happiness, Thailand prefers a Sufficiency Economy ...

Lewis Akenji, IGES (Tokyo)

The Asian consumer class – especially in China and India – is the fastest growing consumer class worthwhile in numbers and purchasing power and thereby driving the continuous growth in (basic and luxury) consumer goods even in periods of global financial crisis. The growth of these consumers from low to middle / high class spenders with identical materialistic and consumerist values as in Western countries has taken place very rapidly. Can we deny them these values? No. But at the same time we also have to realize that the world cannot bear the required resource consumption for it. Therefore it is a huge challenge to address consumerist values, also in Asia – that not consist any more only of poor people. 'More people in China have at a present a mobile phone than having adequate sanitation!'

Frans Verspeek, SWITCH-Asia Network Facility (Wuppertal)

The countries in the Asian region especially China and India have been witnessing a reasonable and sustained growth in economy. However, unless the growth is inclusive we will all be vulnerable to unrests and crime in their different manifestations. It is expected that, through market inclusion, small-scale producers can survive and prosper in the face of the major changes in agriculture and food markets that the current globalised lifestyles have ushered in. It is necessary to tread a growth path that is fair for all and sustainable, preserving and conserving our socio-cultural identities.

Muralidharan Thykat, Hivos (Bangalore)

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