EU and Danish activities on sustainable consumption

Life Cycle Approaches to Sustainable Consumption, Tokyo, 19-20 March 2003

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Johannesburg agenda

- An old agenda but renewed momentum? From Rio to Johannesburg
- Johannesburg Prepcom process
- Post-Johannesburg international activities: 10-year framework of programmes

Post-Johannesburg agenda

- Workshop in Oslo end January 2003
- UN organised expert meeting in Morocco 31. March - 3. April
- CSD-11: ultimo April - primo May

De-coupling as overriding goal

- De-coupling the overriding goal
- Political commitments: Johannesburg
- OECD Joint Ministerial Council Meeting 2001
- EU sustainable development strategy and 6th Environmental Action Programme
- Danish sustainable development strategy
Why target consumption?

- Global and regional environmental challenges: What is the outlook and what is driving it?
- Products and services: origin of most pollution and depletion of resources
- Levels of consumption are rising
- International free market
- Limitations of traditional regulation

Where should we start?

- Getting the prices right and increased use of market based instruments
- Integrate environmental concerns into other policy areas
- Increased focus on environmental technology - diffusion and take-up

The EU case - important policy initiatives

- IPP communication from the European Commission - mid 2003
- 4 key principles:
  - Life-cycle thinking
  - Stakeholder involvement
  - Continuous improvement
  - A variety of policy instruments

The EU case - important policy initiatives

- Aarhus Convention - environmental democracy: access to information and justice
- European Commission Communication on market based instruments in 2004
- EU energy taxation scheme - 2003
The EU case - important policy initiatives

- EU end-of-life directives on producer responsibility for products
- EU environmental liability directive, preventing and remedying environmental damage
- Cardiff process on integration of environmental concerns in other policy sectors

Experiences in Denmark

The Danish case - Characteristics of IPP

- Life cycle approach
  - include all phases and impacts
  - avoid just shifting burdens
- Market focus
  - stakeholder involvement
- Primarily voluntary measures
  - legislative framework
- Adds on to "minimum" regulation

The Danish case - policy principles

8 policy principles:
- Innovation and diffusion of green products
- Innovation and diffusion of promising environmental technologies
- Quality and effectiveness in waste management
- International cooperation on sustainable consumption and production patterns
- Reliable and credible information
- Partnership, cooperation and dialogue
- Environmental competence in SME's
- Improved knowledgebase
The Danish case - Political focus

- Financial scheme since 1987: 8-16 mill euros/year
- Environmental Council for Cleaner Products (1998 - )
  - Representative stakeholder forum (20)
  - Prioritisation of initiatives and measures
  - Strategic advisory forum

Demand for green goods

- Eco-labels
  - The Swan and EU-flower
  - Campaigns for raising awareness
  - Market monitoring and product tests
- Public green procurement
  - 19 bill euros/year (11% GNP)
  - Guidelines for state institutions (1995)
  - Minister agreement with local/regional administrations (1998)
  - >50 guidelines and handbooks

Progress - indicators

Consumers

- 60% are willing to pay more for green goods (2000)
- 66% recognize the Swan and 33% the Flower
- 270 Swan licenses (2300 product names)
- 20 EU-Flower licenses

Concluding remarks

- Take advantage of renewed momentum
- Focus on importance of international cooperation - in support of regional and national initiatives