Sustainable Consumption

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What is Sustainable Consumption (SC)?

- Business to business (B2B)
  - guidelines e.g. green procurements
- Business to consumer (B2C)
  - niches e.g. 5%
  - variations
  - inconsistent
- Business to government (B2G)
  - SPI (UK), GPN (Japan), etc.
- Business to distributors (B2D)
  - consumer pressure e.g. GMOs
What are keywords of SC?

- Consuming less
- Consuming smarter

Definitions 1: Sustainable consumption

‘Use of products and services, and their constituent materials and energy, by nations, communities, organisations and individuals, in such a way that society’s and global capacity for sustainable development is not diminished and is, where possible, enhanced.’
Definitions 2:
IPP

Integrated Product Policy (IPP)

- Public policy which aims at or is suitable for continuous improvement in the environmental performance of products and services within a life-cycle context.


An EC initiative, IPP is a *governmental* approach to reducing the environmental impact of products by using an appropriate mix of supply-side and demand-side EPP instruments.

Definitions 3:
Environmental product policy (EPP)

Environmental Product Policy (EPP)

- A broad term for environmental product policies; used for national product policies in national states

‘Any product-oriented *governmental* policy or measure (normally at national level) aimed at reducing the environmental impacts of products’
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Changing business model

- Outsourcing on supply side
- Consumption remote from production
- IPP (EC Green Paper)
- SIPP

What is the difference from Sustainable Production (SP)?

- Depends on perspective
- SP covers the supply-side
- Enabling SP means need for sustainable consumption (procurement)
- Product v process related supply chains
- Centralised v decentralised decision-making
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What consumers shall do to enable SC?

- B2B: criteria; guidelines; training
- B2C: education; awareness; understanding
- B2G: criteria; guidelines; training
- B2D: criteria; guidelines; training

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Are there any policy tools?

- Education (business; consumers; government)
- Public procurement
- Taxation
- Information
- Laws
- (Voluntary) agreements
Research subjects of the Sustainable Consumption (SC)

- What research should be conducted?
  - barriers/obstacles
  - reducing impact of the consumption process e.g. new models (B2B;B2G;B2D)
  - B2C: triggers; users; design

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