Background
Why to focus on the sector level?

Mismatch between the two

How to realize transition in the product chain? Can an actor individually achieve system innovations?

Changes in societal patterns
Long term impacts or effects generated by a change in consumption patterns, creation of new consumer habits, rebound effects and change in economic infrastructure.

First order impacts

Second order impacts

Third order impacts

E.g., cell phones

e.g. dominant cultures being diffused through network services, increasing energy need due to frequent product use, land use impacts due to infrastructural investments

e.g. reuse of mobile phones in developing markets (bridging the Digital Divide), offering new services like download music store

e.g. control and review of energy consumption of products and production, recycling issues

First order effects

Second order effects

Third order effects

MACRO

META

MESO

MICRO

Transition Management

Innovation Management
The 3rd International Workshop on Sustainable Consumption

Background
Where is sector governance in the SPC framework?

Scope
Identifying Action on the Sector Level
Three Findings for Policy Makers to Increase Transparency at the Sector Level

Scope & Criteria for the Policy Analysis
Methodology

Step 1: Theoretical framework

Relevance | Legitimacy & Effectiveness | Transparency & Control | Efficiency
---|---|---|---
ICT | | | |
Food | | | |
Aluminium | | | |

Step 2: Sector & gap analysis based on policy analysis criteria

suggestions for governance structures at the sectoral level & findings for policy makers

Step 3: Findings

Scope
6 Initiatives Covered

Global e-Sustainability Initiative (GeSI)
www.geusi.org

GRI Telecommunications Sector Supplement
www.globalreporting.org/guides/sectors/telecom.asp

EUREGAP
www.eurep.org

Sustainable Agriculture Initiative (SAI Platform)
www.saiplatform.org

Towards a Sustainable Aluminium Industry
www.eco-efficiency.de/english/content/agsu/projects/Aluproject.html

Aluminium For Future Generations
www.eaa.net/future/future.htm

Scope
Identifying Action on the Sector Level

Identifying Action on the Sector Level
Three Findings for Policy Makers to Increase Transparency on the Sector Level
Identifying Action on the Sector Level
Positive Findings & Possibilities for Improvement for Three Sectors

**Positive Findings**
- **ICT**
  - Global stakeholder involvement for the development of sector indicators
  - Broad scope of research activities, aiming to cover second and third level sector impacts; no problem shifting
- **Food**
  - Voluntary approaches
  - Integration of existing initiatives
  - Extensive stakeholder dialogue leads to mutual learning about the industry's multi-level impacts
  - Sector association communicates to members and initiates activities
- **Aluminium**
  - Clear functional approach aiming at customer needs is missing
  - Formulation of verifiable targets is missing
  - Approaches are limited to agriculture, processing, marketing and consumption aspects; no problem shifting
  - Clear and quantifiable objectives need to be formulated based on the developed indicators

**Possibilities for Improvement**
- **Cooperation / Networks**
  - Dialogue, communication, sharing of results (reporting) and verification lead to high degree of transparency
  - Set up of clear and verifiable targets
- **Transparency**
  - Establish and implement management systems and performance indicators

Findings for policy makers to enhance transparency
Where is sector governance in the SPC framework?

1. Request a systems approach: What are sector responsibilities for SPC?
   - **Findings**
     - Identify sector responsibilities in collaboration with a network of actors;
     - In linkage to sector priorities, identify own responsibilities for infrastructural investments;
   - **Benefits**
     - Get in touch with the experience of organisations and individuals that are working for change: establish networks.

Findings for policy makers to enhance transparency
1. Request a systems approach: What are sector responsibilities for SPC?
   - **Social issues**
     - e.g. priority identification in the Aluminium Sector
   - **Internal Stakeholder**
     - n=11
   - **External Stakeholder**
     - n=17
   - **Index:** 0 = not relevant category, 3 = highly important category
     - Internal Stakeholder: *(1, 2, 3)*
     - External Stakeholder: *(1, 2, 3)*

The 3rd International Workshop on Sustainable Consumption
Findings for policy makers to enhance transparency

2. Collect information: What should be included in a sector SPC report?

- **Findings**
  - Demand sector reporting;
  - Aid establishment of systems for reliable data collection.

- **Benefits**
  - Macro level aggregation facilitated by the industry not by the government;
  - Identify BATs and best cases;
  - Identify forerunners and laggards.

---

Findings for policy makers to enhance transparency

3. Demand step-by-step improvements: Where to allocate public funds?

- **Findings**
  - Benchmark sectors;
  - Negotiate/set targets;
  - Allocate funds according to foreseen targets and real performance.

- **Benefits**
  - Base policy making on sound data and involvement of networks: transparent and effective process.

---

The 3rd International Workshop on Sustainable Consumption

Thank you for your attention !!!

Burcu Tuncer
Wuppertal Institute,
Sustainable Production and Consumption Department
burcu.tuncer@wupperinst.org
tel ++49 (0) 202 – 2492 251
fax ++49 (0) 202 – 2492 138
www.wupperinst.org