

Framing and Focussing:
European Resource Policies in the
Context of Sustainable Development

ESDN Conference 2011
27 - 29 June 2011 in Szentendre, Hungary

***How are key stakeholders driving the agenda on
resource policies and management in Europe?***

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REGIONAL ENVIRONMENTAL CENTER

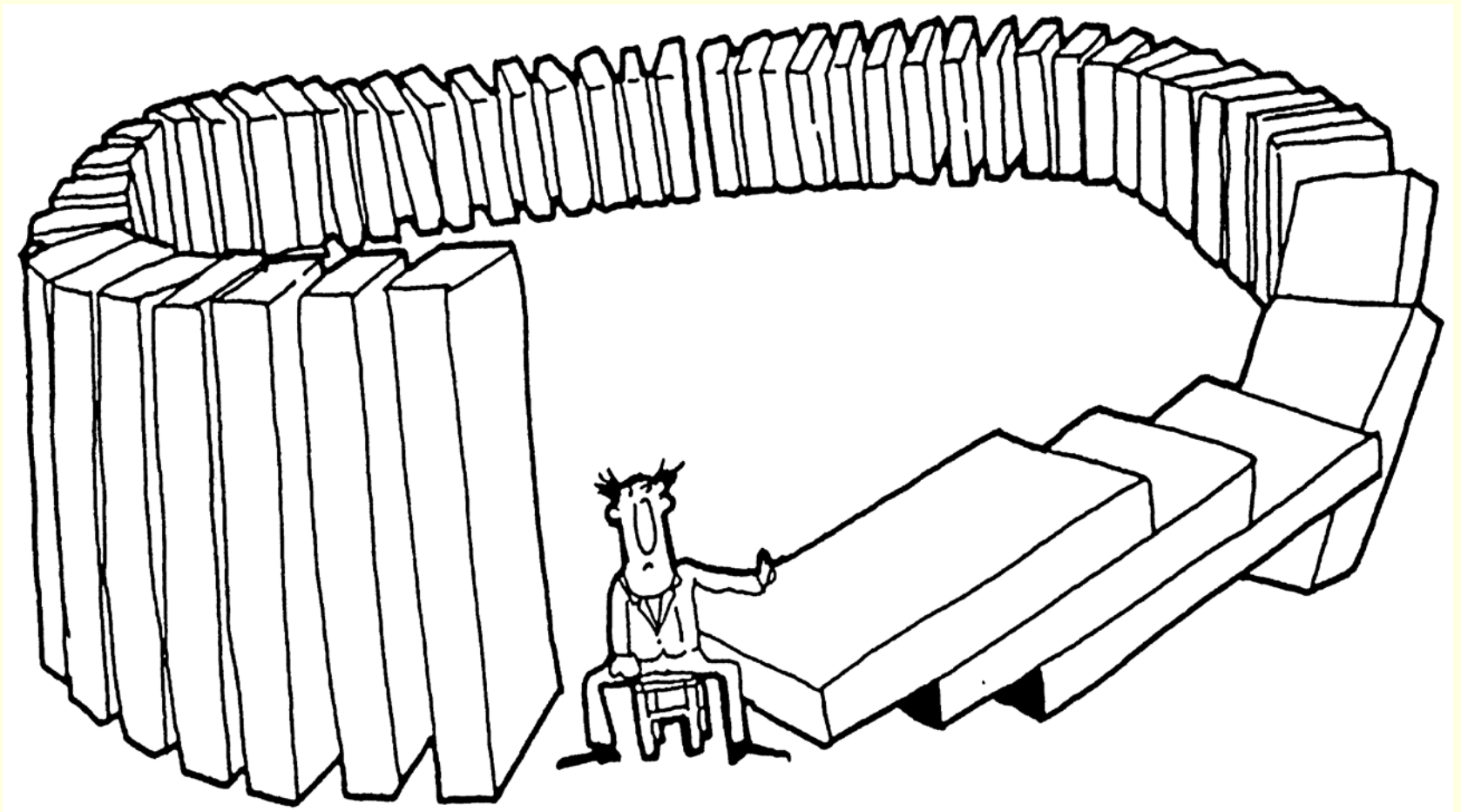




Transition ... TRANSFORMATION

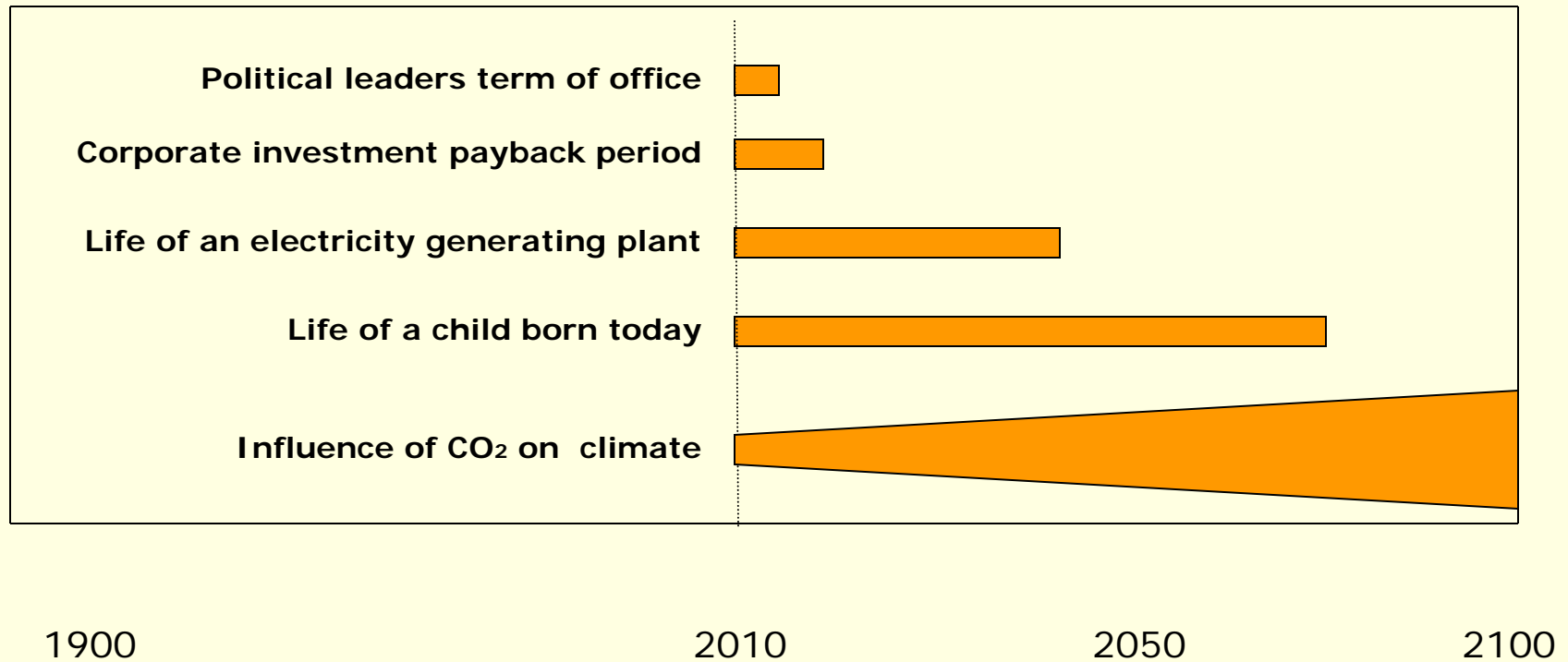
- System
- Society
- Economy (markets, households, companies)
- Governance – political, governmental



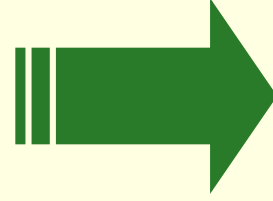
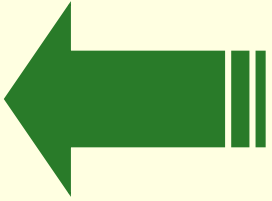


SUSTAINABLE DEVELOPMENT: A LONG TERM ISSUE

Why do we need sustainable development?



LEGISLATION



POLICY



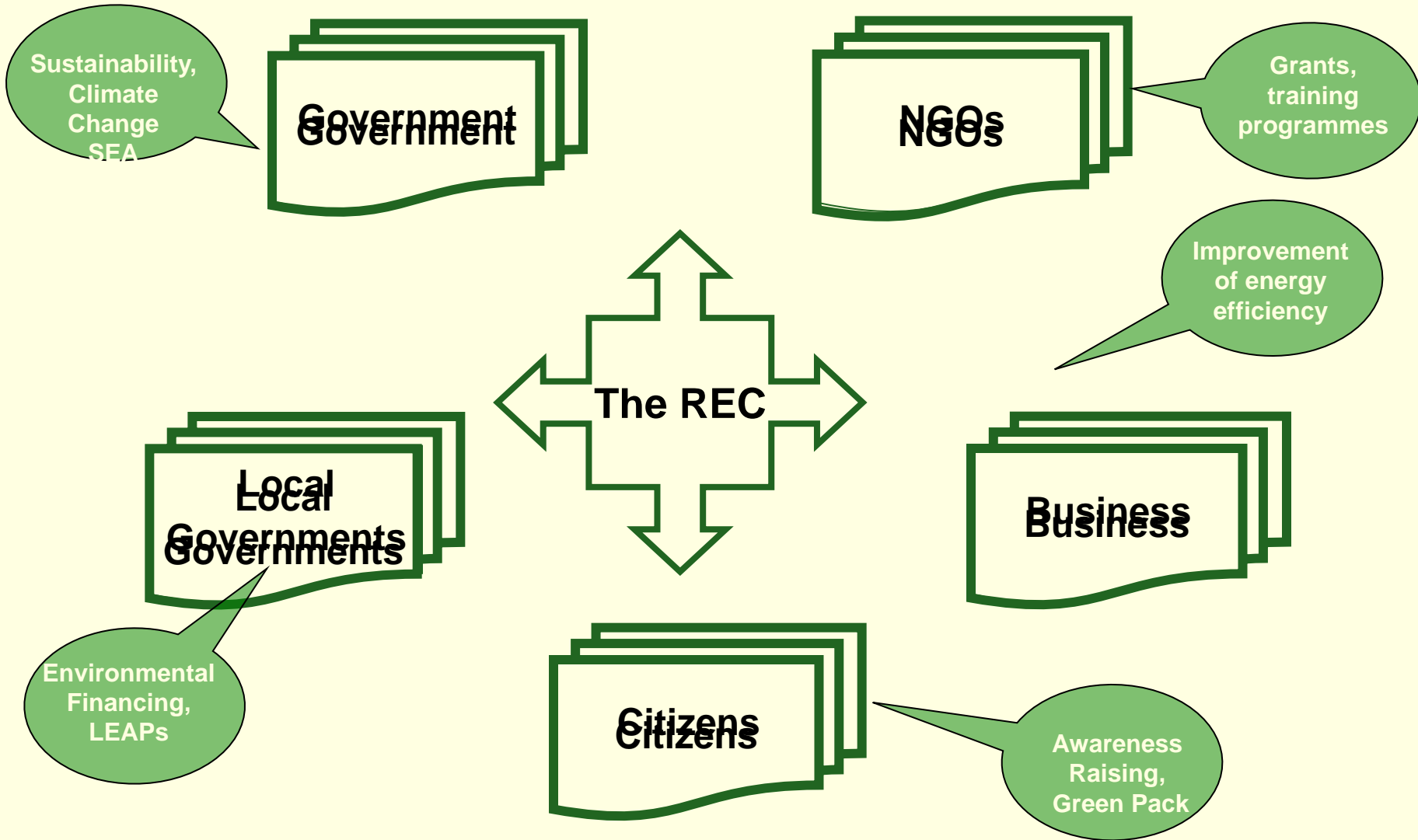
**ATTITUDE
&
BEHAVIOUR**



More effective policy implementation & policy innovation



Bridging – Across Borders



REC resource efficiency examples

- REC is a Member of European Topic Centre on Sustainable Consumption and Production (ETC/SCP) 2009 – 2013
- Member of a StEP initiative – Solving the E-waste problem (waste from Electric- and Electronic Equipment (WEEE))
- Member of the EU Collaborative Project (Large-scale integrating project): ZeroWIN - Towards Zero Waste in Industrial Networks (2009 – 2013)
- Member of the EU project “Preparation of guidelines on waste prevention programmes according to the revised Waste Framework Directive, including good practices”
- Awareness raising and capacity building activities



Key examples – awareness raising

- Education for the youngest – **My Friend Boo**
 - Development of cartoon series for 4-7 years old children launched in 2010
 - Energy conservation, renewable energy, sustainable transport
- Multi-media environmental education curriculum kit – **Green Pack**
 - Primarily intended for secondary school teachers and their students
 - Focus on particular aspects of environmental protection and sustainable development
 - **30.000+ teachers - 3.000.000+ students**
- in 18 countries....
- Cross-sectoral approach – **Sustainable Development Academy**
 - A comprehensive (~ 1 month!) educational programme about the “three pillars” of sustainable development initiated by the Italian Government
 - **SEE • CEE • Black Sea Region • Kazakhstan • Russia**



AGENTS FOR CHANGE

AfC can broker civil society to policy makers, innovators, businesses, funders

AfC can deliver and demonstrate solutions and inform & make visible other good practice

Resource efficiency

AfC can trial and test innovative technologies and behaviour change



The best decision making happens when people...

- Trust and understand each other
- Share information
- Respect each other's input
- Take ideas on merit and not on the status of the person who provided it
- Are willing to find mutually acceptable ways forward



We have (globally, nationally and.....) the knowledge and the technology but we need minds, hands and feet to take action.

LEADER(SHIP/SIFT)

—

We offer as REC, based on our experience, our contribution to help to take the next transformational steps – help to make policy to action



~~“Act before it’s too late!”~~

BECAUSE

