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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Executive Director
Man's footprint on the planet today.
Transition …
TRANSFORMATION

• System
• Society
• Economy (markets, households, companies)
• Governance – political, governmental
SUSTAINABLE DEVELOPMENT: A LONG TERM ISSUE

Why do we need sustainable development?

- Political leaders term of office
- Corporate investment payback period
- Life of an electricity generating plant
- Life of a child born today
- Influence of CO₂ on climate

1900 2010 2050 2100
LEGISLATION

POLICY

ATTITUDE & BEHAVIOUR
## More effective policy implementation & policy innovation

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<th>Stakeholder engagements</th>
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<td><strong>Lobbying</strong></td>
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<td>• Economic instruments</td>
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<td>• Green public procurement</td>
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<td><strong>Awareness raising</strong></td>
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<td>• Fair Trade/Organic/Other labelling initiatives</td>
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<td>• Community or local food initiatives</td>
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<td><strong>Creative tools</strong></td>
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<td>• Eco-design aiming at decrease of packaging waste</td>
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<td><strong>Communication tools</strong></td>
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<td>• Consumer information/education/training campaigns</td>
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<td>• Support trends encouraging sustainable lifestyle</td>
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Bridging – Across Borders

Sustainability, Climate Change SEA

Grants, training programmes

Improvement of energy efficiency

Environmental Financing, LEAPs

Awareness Raising, Green Pack

The REC

Government

NGOs

Local Governments

Business

Citizens
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 HANGE

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