

# **Social Ecology**

## **Sustainable Development**

### **Lecture II**

## **Sustainable Consumption: Concept and Realization**

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Setting the Stage for  
**Sustainable  
Consumption**

# Why we are talking about these issues?

- See the Lecture 1
- ...







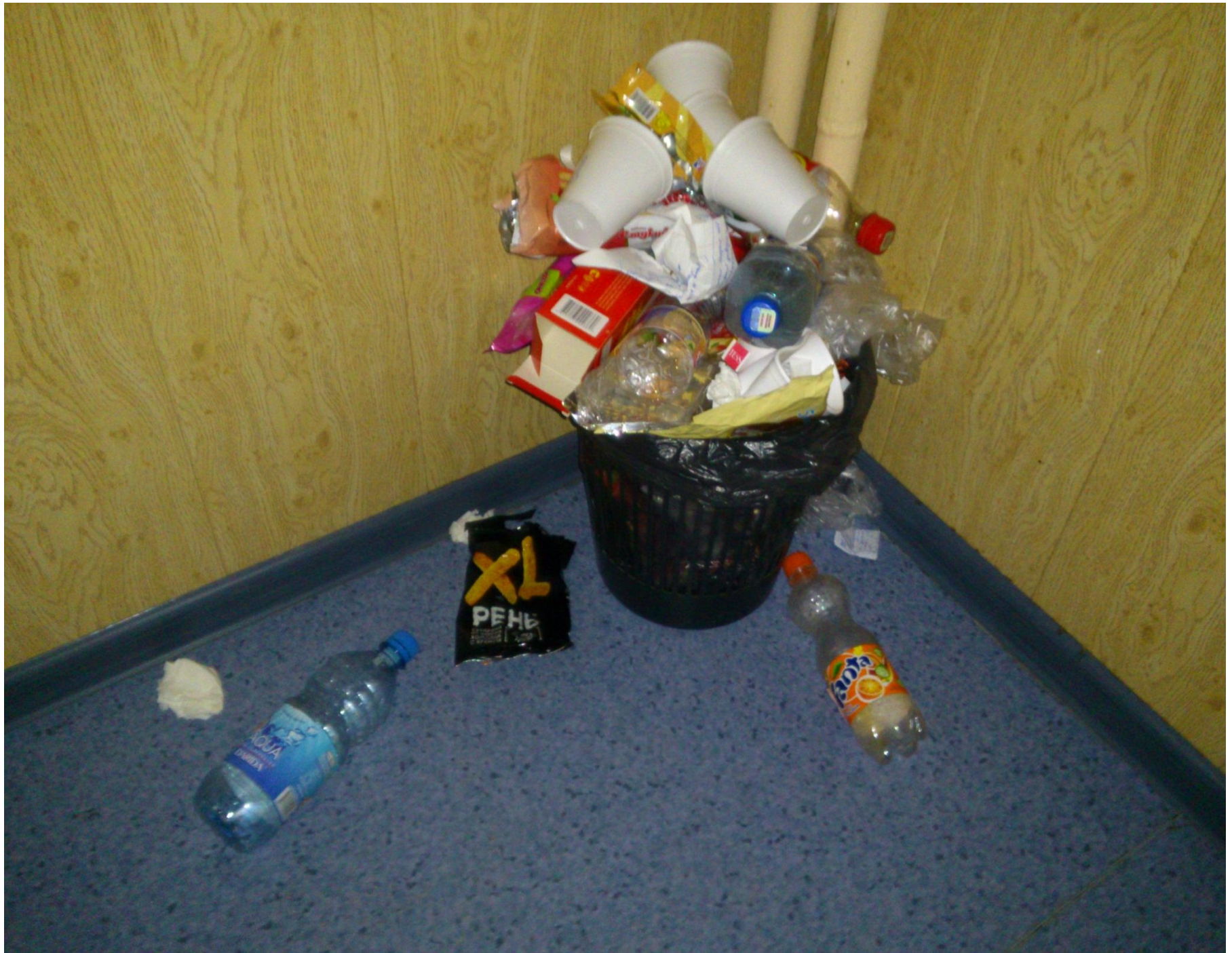
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Imported  
Kangaroo & Koala  
Soft Toys







# What is Sustainable Consumption and Production (SCP)?



From climate change to economic crises, the world is not short of challenges. To help alleviate some of the challenges we face, the global community needs to adopt more sustainable consumption and production patterns. This will help reduce the use of natural resources and carbon dioxide emissions as we move closer towards low carbon lifestyles and green economies.





SCP aims to do “more and better with less,” by reducing resource use, degradation and pollution along the life cycle of goods and services, while increasing the quality of life for all.



SCP is about promoting resource and energy efficiency and sustainable infrastructure while offering opportunities such as creating new markets and generating green and decent jobs, such as markets for organic food, fair trade, sustainable housing, renewable energy, sustainable transport and tourism.





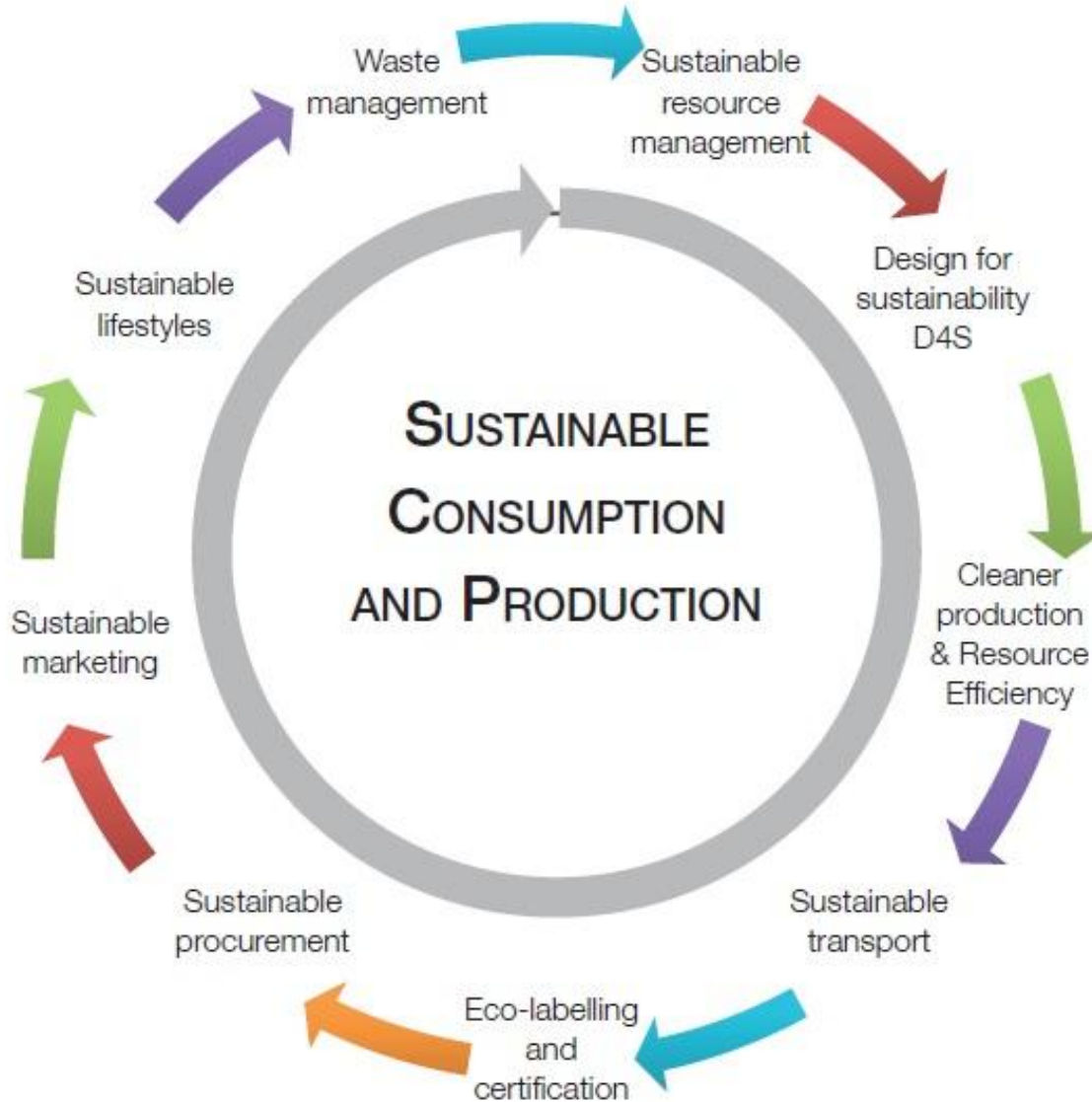
One of SCP's main goals is to 'decouple' economic growth and environmental degradation by increasing the efficiency of resource use in the production, distribution and use of products. SCP aims to keep the energy, material and pollution intensity of all production and consumption functions within the carrying capacities of natural ecosystems.



SCP uses a “life-cycle perspective” as a means of increasing the sustainable management of resources and achieving resource efficiency in all stages of the value chain. SCP paves the way to accelerating the transition to an eco-efficient economy, while turning environmental and social challenges into business and employment opportunities.



# Sustainable Consumption and Production Cycle





When the world convened in 1992 at the UN Conference on Environment and Development in Rio de Janeiro, sustainable consumption and production (SCP) was recognized as an overarching theme to link environmental and development challenges. Two years later, in 1994, at the Oslo Symposium on Sustainable Consumption, the working definition of SCP was agreed upon.





Sustainable consumption and production is about providing goods and services to meet basic needs of the world without compromising the already burdened environment. The world needs a shift in the way goods and services are produced and consumed to avoid worsening development and environmental degradation.

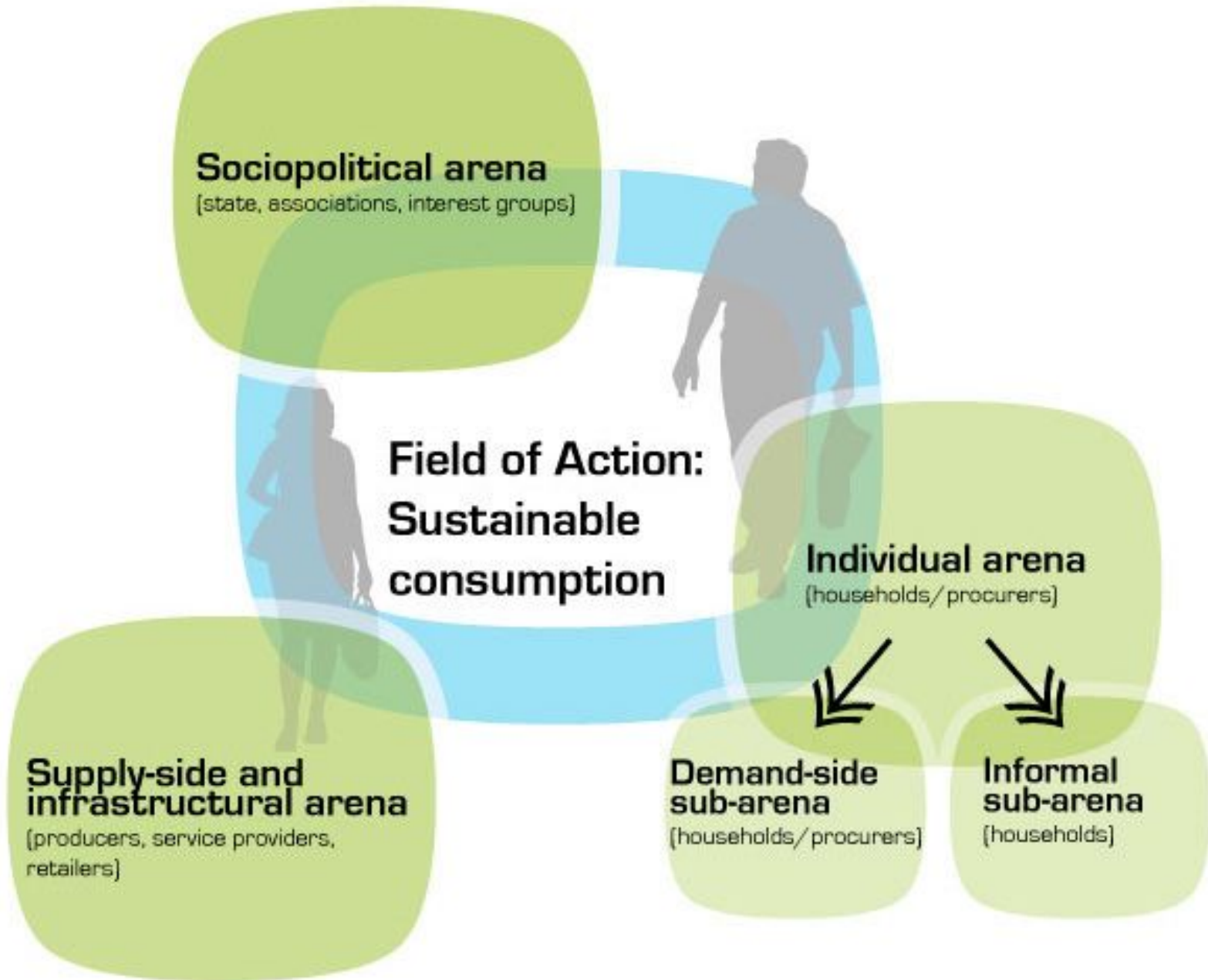


To meet the Millennium Development Goals, the world needs to produce goods and services more efficiently, using fewer resources and generating less waste and pollution. Despite recent improvements in resource efficiency, developed countries economies continue to be based on resource-intensive consumption and production patterns, therefore, increasing the use of resources.





Ten years after the Rio Conference, world leaders signed the Johannesburg Plan of Implementation (JPOI) at the World Summit on Sustainable Development in 2002, declaring that “fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. All countries should promote sustainable consumption and production patterns.”



# More Sustainable Consumption: Business Approaches

**Innovation:** development of *new and improved products, services and business models* incorporating provisions for delivering maximum societal value at minimum environmental cost

**Choice-Influencing:** the use of marketing communications and awareness-raising campaigns to *enable and encourage consumers* to choose and use products more efficiently and sustainably

**Choice-Editing:** the removal of “unsustainable” products, product components and services from the marketplace. *In partnership with other actors in society such as policy makers and retailers*



227 espresso café

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THE REAL  
ITALIAN ESPRESSO  
EXPERIENCE

**LAVAZZA**

Lavazza Tierra! is the sustainable development project promoted by Lavazza.  
Its aim is to ensure both product excellence and an improved quality of life for a number of small communities of premium coffee growers.  
Lavazza produces Tierra! In association with Rainforrest Alliance, a non-governmental international organisation active in the promotion of sustainable coffee.  
Tierra! Is a Rainforest Alliance Certified product, 100% sustainable



# Australia





# Australia





# Australia





















# Results

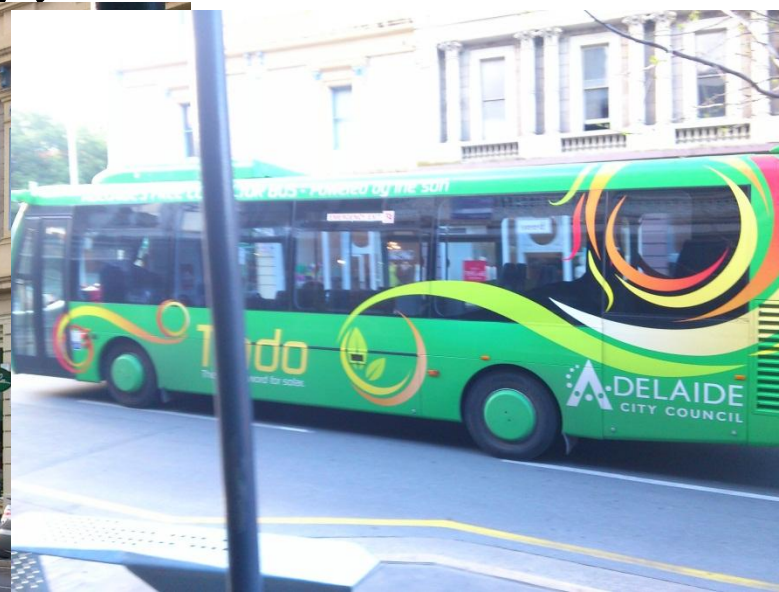








# Australia, Germany, Belarus...



# New approach for development

## Example of mobility

**Needs:** to be able to reach places easily, timely and comfortably

**Environmental impacts (life-cycle):** land use for road, material use in making automobiles, roads and related facilities, energy consumption and pollution emission, automobile wastes, etc.

**New approaches:** urban planning (location of residents, commercial and leisure services), public transport, cleaner fuels, design for efficiency and recycling, telecommunication (working from home, tele-conferencing, on-line shopping), diversity of leisure activities

**Actors:** government, financial institutes, automobile manufacturers, public transport services, leisure service companies, IT industry, etc.

# Practice

## Ten tips to start recycling now

1. Stop by your community recycling/ collection centre once a fortnight and leave separated plastic containers, glass bottles, clothes, cardboard, aluminium cans.
2. Instead of buying bottled water, install a water filter.
3. Keep a carrier bag in your car for shopping, refuse plastic bags.
4. When buying food from outside, bring your own container. Avoid using disposable containers such as Styrofoam and paper. Bring re-usable containers /cups to your work-place to eat and drink from.
5. All waste batteries are classified as hazardous waste and recycling is always the best option.

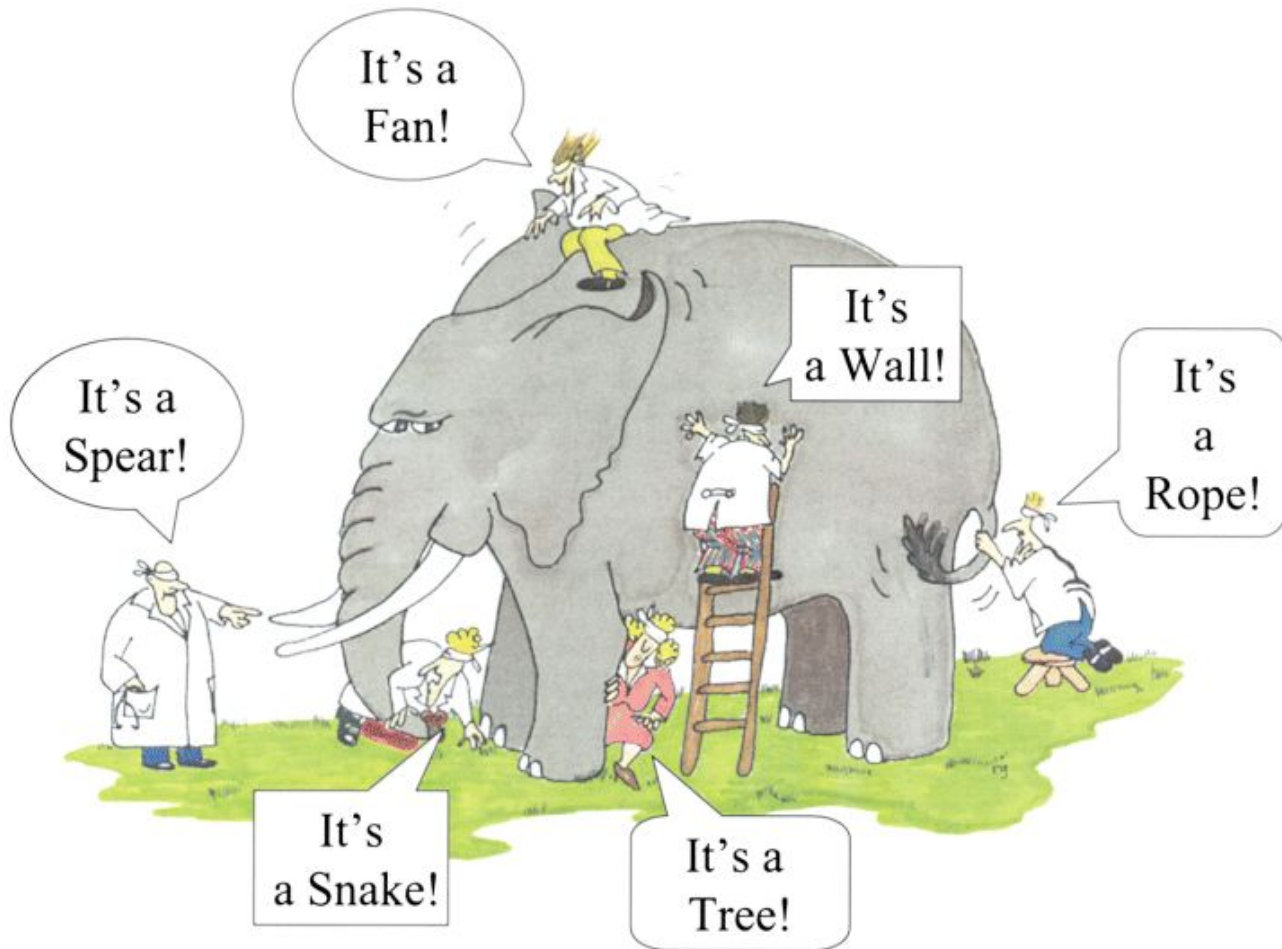
# Practice

## Ten tips to start recycling now

6. Recycle office paper, newspapers beverage containers, electronic equipment and batteries. You can reduce, reuse and recycle at the office by using two-sided printing and copying.
7. Worn-out clothes can be turned into rags for household cleaning –just wash and reuse. Cut up old towels and bed lines and use them for household chores such as dusting, or donate them to an animal shelter for pet bedding.
8. Recycle your junk mail, screening it for non-recyclable items like magnets and membership cards. Look into reducing the amount of junk mail you receive, such as having your name removed from unnecessary mailing lists.
9. Compost your kitchen and garden waste at home. This can help reduce your waste by up to 25 per cent and fertilise your soil (without having to buy expensive fertilizers).
10. Share magazines and newspapers with friends or donate your already read magazines to hospitals, community hospitals or community centres.



# Parable on blind men and an elephant



Приглашаем

активистов экологических организаций и всех, кому интересна экология и пермакультура

## **на лекцию Богдана Попова**

### **"Конструктивная экология. Проектирование устойчивой среды обитания человека"**

Лекция посвящена тому, как организовать пространство для жизни в гармонии с природой. Богдан Попов расскажет, как использовать знания науки экологии для проектирования и создания устойчивых экосистем для жизни людей. Вы узнаете также о практических примерах такого проектирования из богатого профессионального опыта эксперта.

Богдан Попов - профессиональный эколог, эксперт по экологическому строительству, сертифицированный пермакультурный дизайнер и соратник основоположника пермакультуры Билла Моллисона, переводчик книги «Введение в пермакультуру».

**Лекция состоится в Центральной научной библиотеке им. Я. Коласа Национальной академии наук адрес ул. Сурганова 15, ст. м. Академии наук (карта - <http://csi.bas-net.by/Web/Pages/contacts.asp>) 20 марта в 17:30**

**Длительность лекции – 2 часа. Лекция бесплатная. Вход свободный.**

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# Information:

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<http://www.scp-centre.org/library/videos.html>

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**10 tips:**

[\*\*http://www.kkk.org.my/english/index.php/sustainable-consumption-tips/environment-preservation/96-ten-tips-to-start-recycling-now\*\*](http://www.kkk.org.my/english/index.php/sustainable-consumption-tips/environment-preservation/96-ten-tips-to-start-recycling-now)



# Thank you!

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