

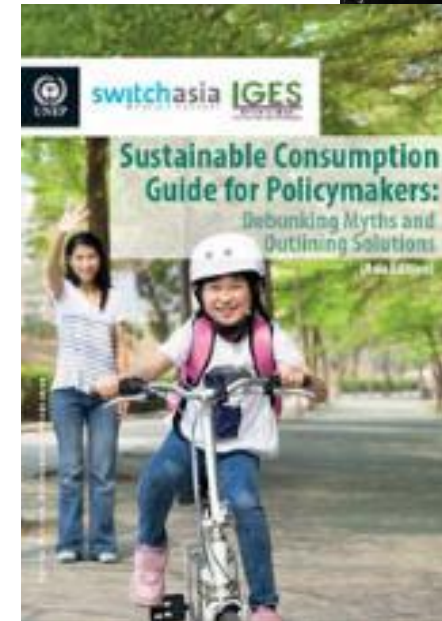
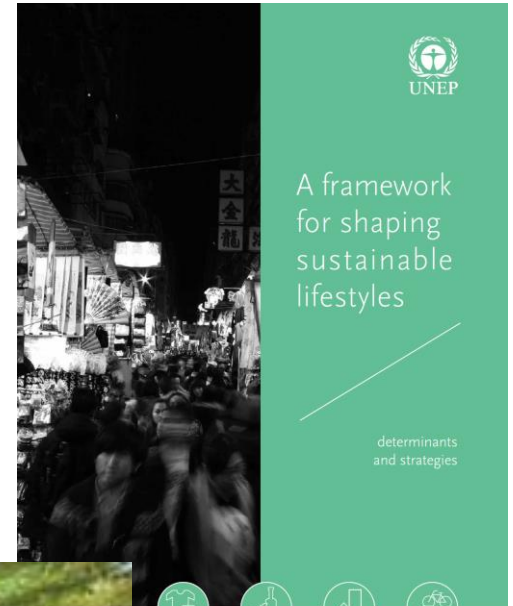


Sustainable Lifestyles

Janet Salem, Programme Officer, Resource Efficiency and Sustainable Consumption and Production

1. Conceptual framework

- A framework for shaping sustainable lifestyles – determinants and strategies (UN Environment, 2016)
- Sustainable consumption guide for policy makers: Debunking myths and outlining solutions (Asia Edition) (UN Environment, 2015)



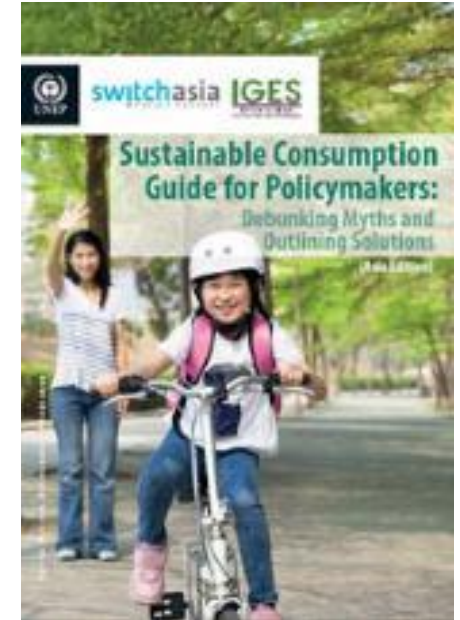
1. Conceptual framework – policy actions for Sustainable Lifestyles?

Products

- Product **bans** for worst products (*eg. Plastic bags, Incandescent light bulbs*)
- Product **performance standards** (*eg. Energy efficient refrigerators*)
- Require **product information** at point of purchase (*eg. Country of origin, disclosure of chemical use*)
- Independent third party **product testing** (*eg. Of sustainability claims*)
- Certification systems for **eco-labels** (*eg. Certification for Organic food, sustainable hotels*)

Business models

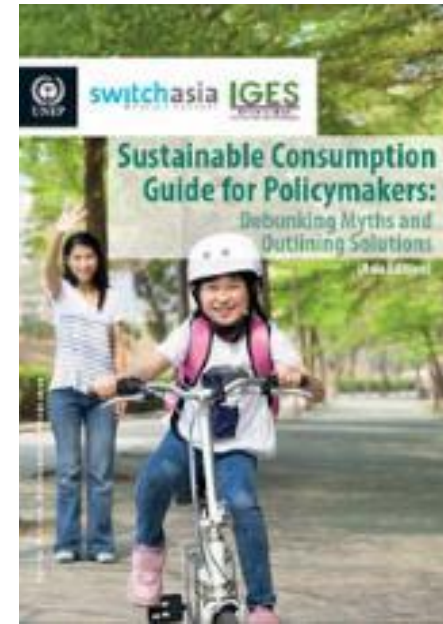
- Support for businesses shifting from selling physical products to selling services (*eg. Car purchase vs car share*)
- Tax incentives or other support for businesses offering **repair and reuse** (*eg. Local repair businesses*)
- Tax incentives or other support for **social enterprises** (*eg. Community based tourism*)



1. Conceptual framework – policy actions for Sustainable Lifestyles?

Policy approaches

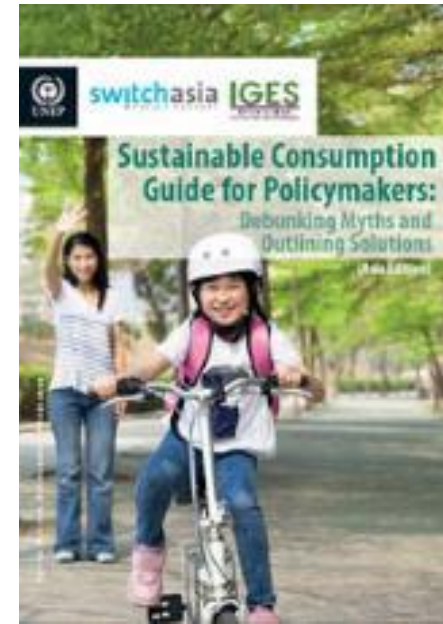
- Integrating sustainable consumption into **high level policies** (*eg. 5 year plans*)
- **Training** for government officials and businesses on sustainable consumption
- Establish a **coordinating body on sustainable consumption** (*eg. Inter-ministerial council, inter-department committee*)
- Actively involving **stakeholders** (*eg. industry and consumer advisory council*)
- Improve **public information** about sustainable consumption (*eg. Assessment reports to understand the issue, public awareness campaigns*)
- **Government procures sustainably** to kick start demand (*eg. government procurement guidelines include sustainability criteria*)



1. Conceptual framework – policy actions for Sustainable Lifestyles?

Using economic measures to shape consumption

- **Taxes** on natural resources and pollution (*eg. tax on bulk water use, tax according to effluent loads*)
- **Subsidies** on sustainable products (*eg. Energy efficient lightbulbs*)
- **Full-cost pricing** and use charges (*eg. Adding environmental costs, no more free water in ag*)
- Elimination/reduction of environmentally **harmful subsidies** (*eg. fuel subsidies*)
- **Deposit-refund** schemes (*eg. can or bottle return scheme*)
- **Plastic bag charge**



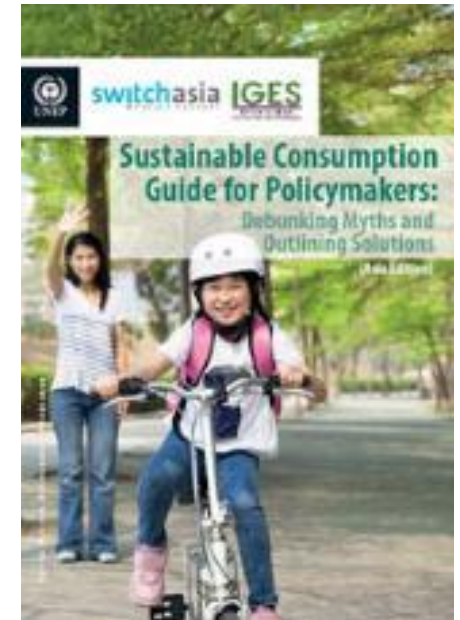
1. Conceptual framework – policy actions for Sustainable Lifestyles?

Distribution and Retail

- Support for businesses who practice “**Choice editing**” (*eg. Retailers eliminating the worst products*)
- Support for businesses who practice “**Localising**” (*eg. sourcing and prioritising local suppliers*)
- Support for **consumer co-ops** (*eg. farm to table food co-ops*)

Advertising

- **Restrict** the amount and types of advertising (*eg. bans of tobacco advertising*)
- **Tax** on advertising (*eg. tax on media space*)



1. Conceptual framework – policy actions for Sustainable Lifestyles?

Shifting the social context around consumer behaviour

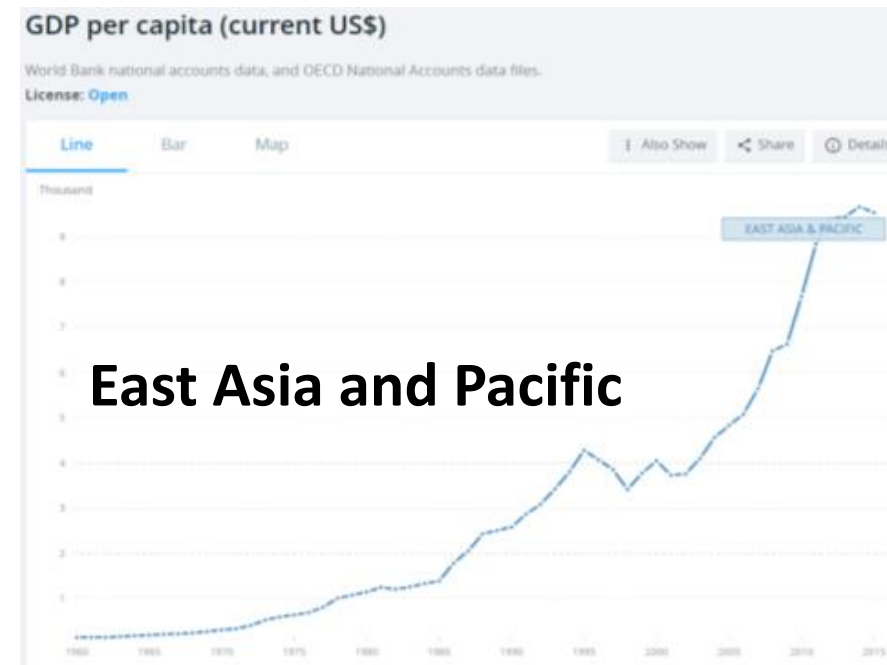
- Make the more **sustainable choice the default** option (*eg. Plastic bag is not automatically provided, landfill bin smaller*)
- Provide **actionable information and tools** (*eg. Smart electricity bills that inform you about energy efficiency choices*)
- **Reward** and highlight sustainable behavior (*eg. Award scheme for businesses supporting sustainable consumption*)
- Encourage **community/collaboration over individual participation** to unlock latent resources before creating new ones (*eg. Airbnb, sharing economy*)



2. Consumption trends in Asia

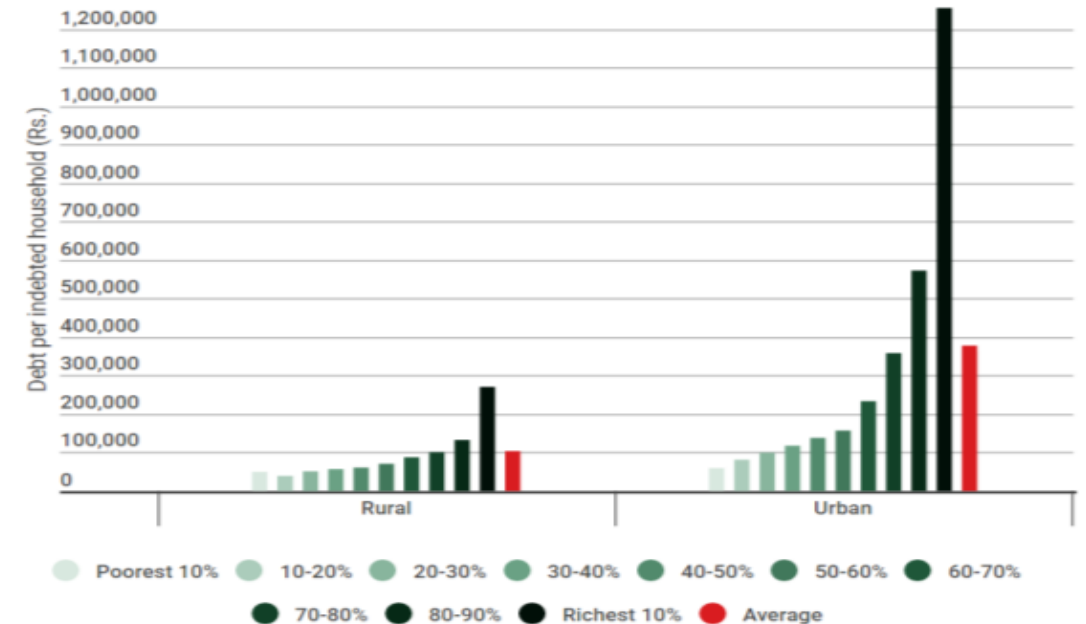
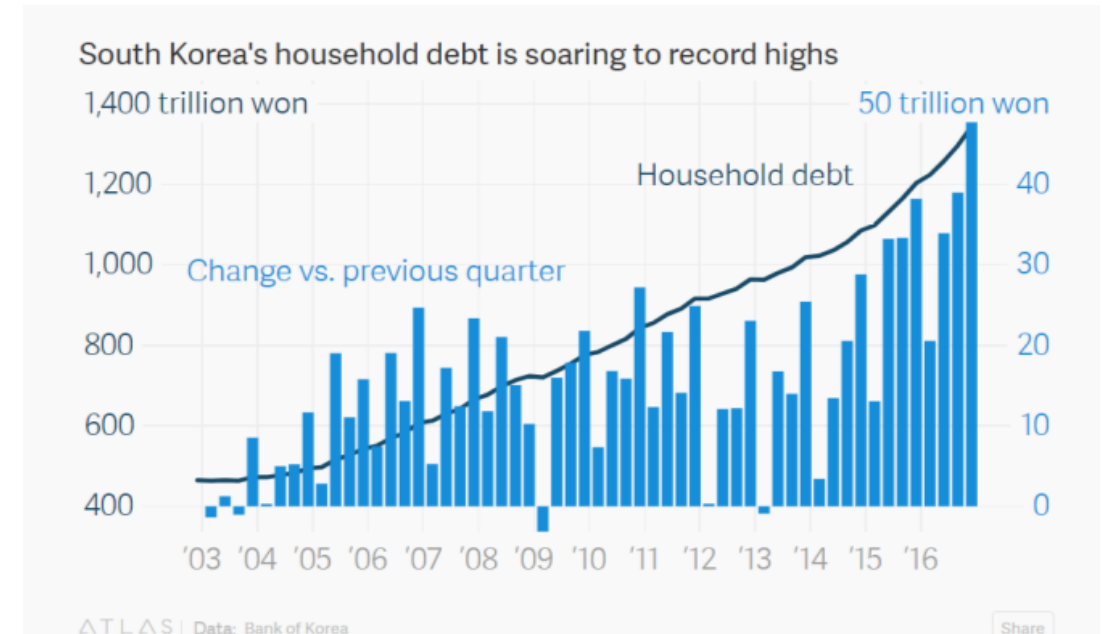
1. 4.2 billion people
2. Urbanising
3. **GDP/capita 2000-2015**
 1. Doubled in South Asia
 2. Tripled in East Asia and the Pacific
4. By 2030 Asia 50% of worldwide **spending** (USD 32 trillion)

GDP/capita 1965-2015



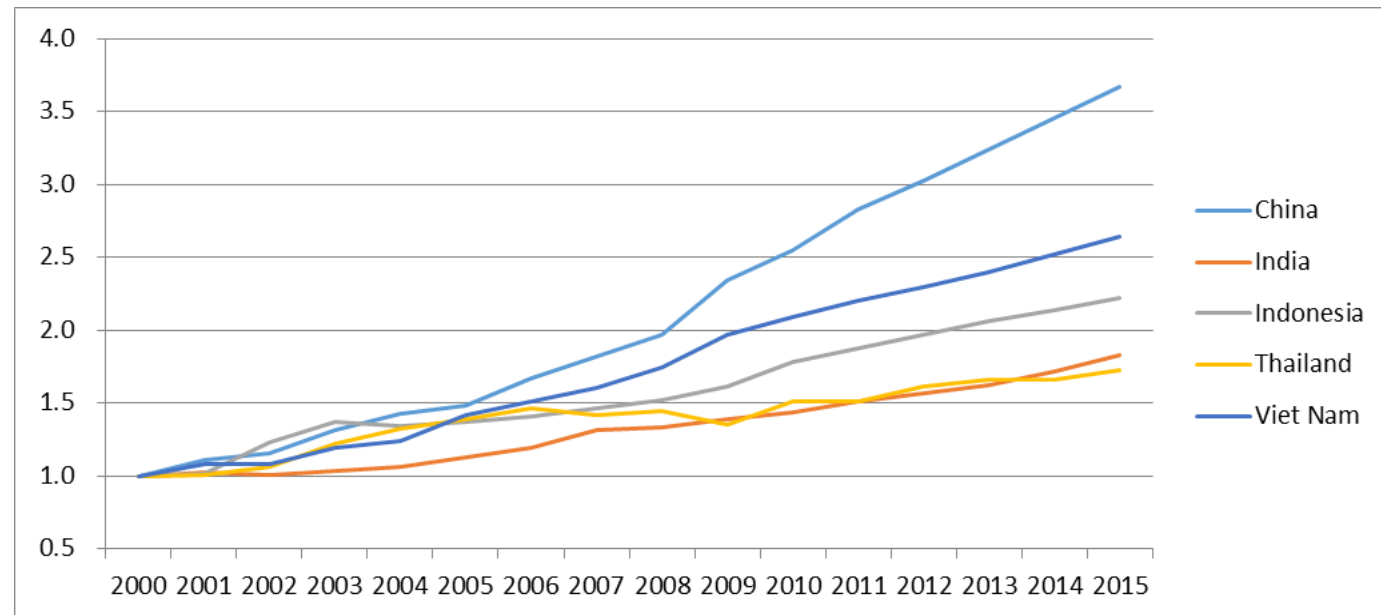
2. Consumption trends in Asia – Household debt

1. As people get richer, they are more likely to be in debt, and the size of their loans grows too.
2. Thailand case:
 1. From 2005-14, household debt rose by 13% per year, almost double the nominal GDP growth rate
 2. highest rate of household debts in 8 years, reaching 81% of GDP, and “mostly to buy cars and consumption goods” according to Thailand Business News.



2. Consumption trends in Asia – Footprints

1. In 2015, global material use was 81 billion tonnes. Of that, Asia accounted for 46 billion tonnes from a consumption (MF) point of view.
2. Material footprint growth rates in the Asia Pacific region is still growing at 7% per year compounding.



2. Consumption trends in Asia – Food

Food consumption patterns shifting to a more livestock intensive diet

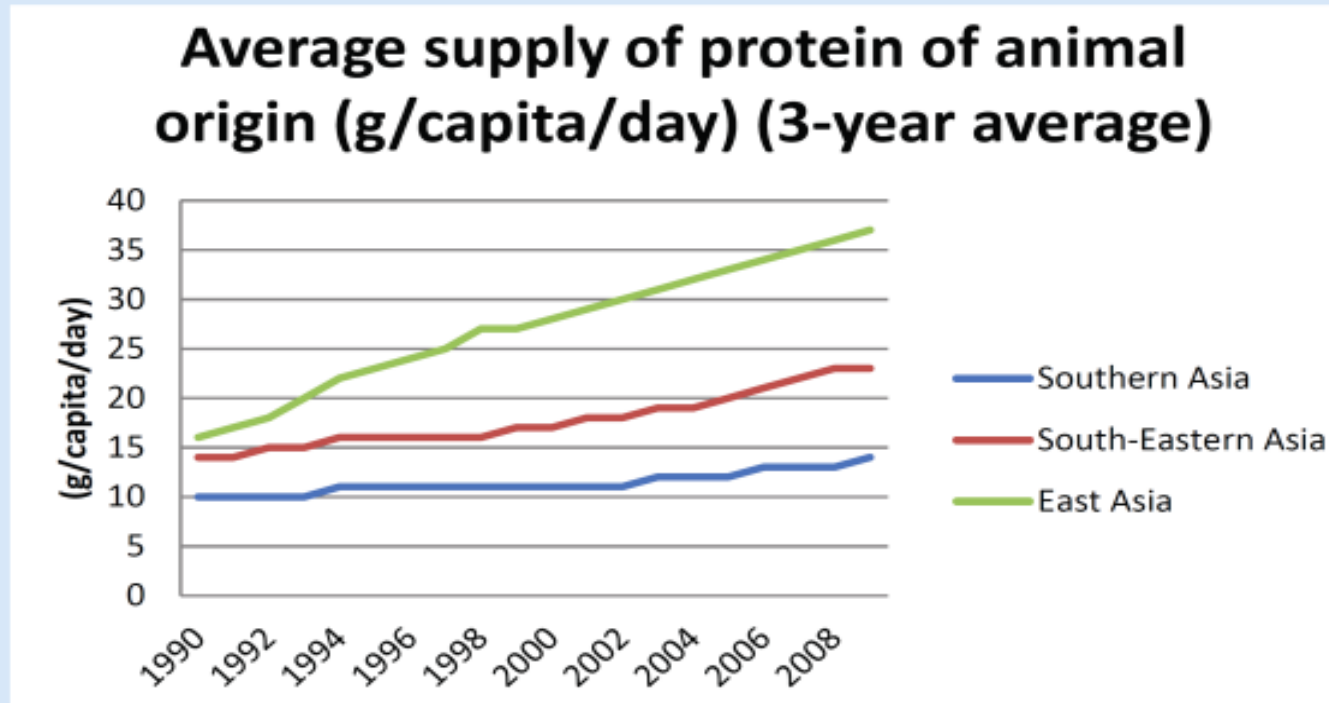
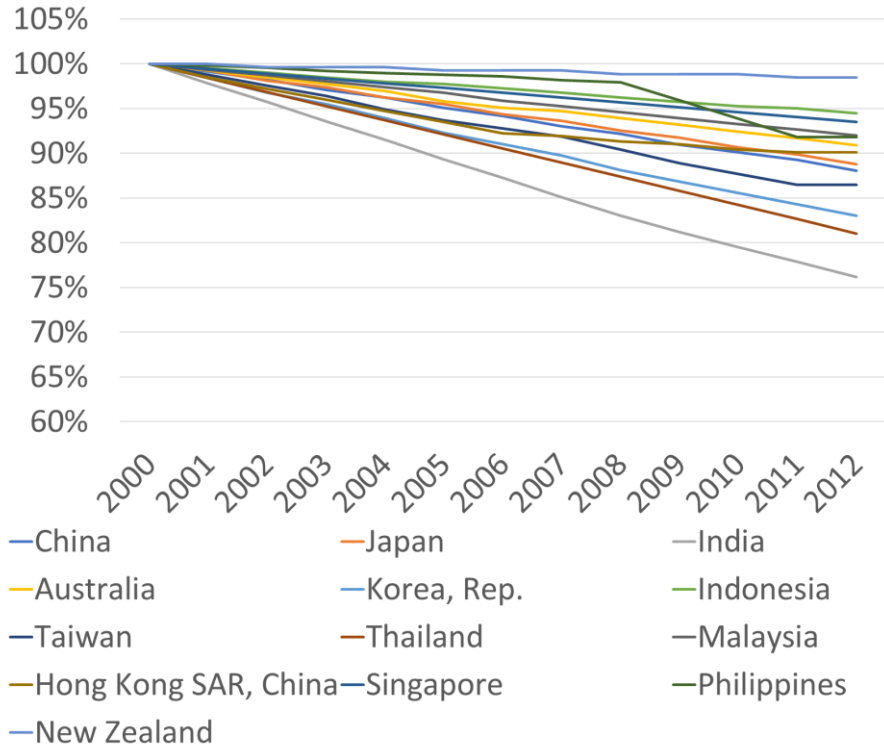


Figure 3. East and South East Asian diets are shifting rapidly towards meat based products, which have a greater impact on the environment unless produced sustainably (FAOSTAT, 2015)

2. Consumption trends in Asia – Housing

Fewer people per household (= more household per person)

People per household dropping up to 25% in only 12 years (index)



Occupancy	2012
China	3.03
Japan	2.37
India	4.13
Australia	2.40
Korea, Rep.	2.59
Indonesia	3.78
Taiwan	2.88
Thailand	3.08
Malaysia	4.25
Hong Kong	2.91
Singapore	3.46
Philippines	4.50
New Zealand	2.58

2000

100 people =
18 households

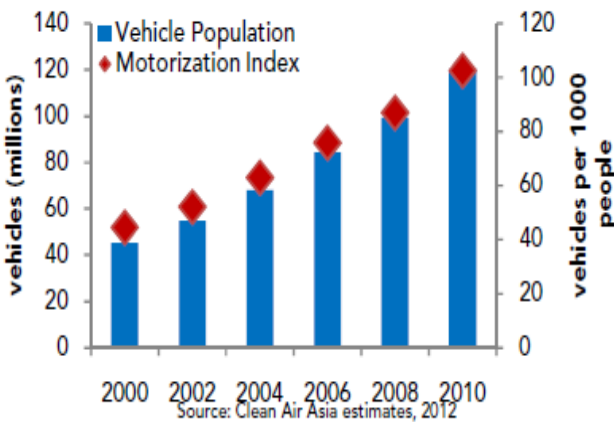
2012

100 people =
24 households

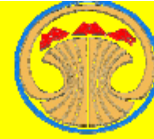
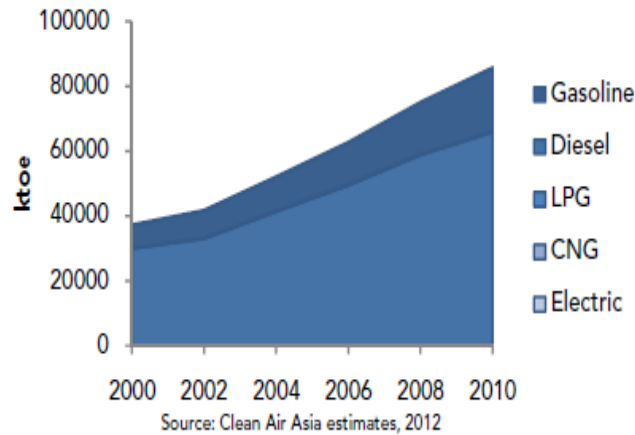
2. Consumption trends in Asia – Mobility

Shift to personal vehicles

Vehicle Population and Motorization Index



Fuel Consumption



ASEAN AUTOMOTIVE FEDERATION

SALES : 2016

1. MOTOR VEHICLES

COUNTRY	PASSENGER VEHICLES	COMMERCIAL VEHICLES	2016	2015	VARIANCE (%)
Brunei	12,814	434	13,248	14,406	-8%
Indonesia	861,329	200,406	1,061,735	1,013,291	5%
Malaysia	514,545	65,579	580,124	666,677	-13%
Philippines	133,188	226,384	359,572	288,609	25%
Singapore	93,490	16,965	110,455	78,609	41%
Thailand	328,053	440,735	768,788	799,632	-4%
Vietnam	158,097	112,723	270,820	209,267	29%
TOTAL	2,101,516	1,063,226	3,164,742	3,070,491	3%

2. MOTORCYCLES & SCOOTERS

COUNTRY	2016	2015	VARIANCE (%)
Indonesia	6,215,350	6,708,384	-7%
Malaysia	396,343	380,802	4%
Philippines	1,140,338	850,509	34%
Singapore	8,336	7,459	12%
Thailand	1,738,231	1,639,090	6%
TOTAL	9,498,598	9,586,244	-1%

2. Consumption trends in Asia – Leisure

Growth in tourism



2. Consumption trends in Asia – leisure

Region influences global china

Highest grossing film of all time (The Mermaid) was an environmental film.

HOLLYWOOD DOESN'T WORK WITHOUT CHINA

The U.S. movie industry relies on China's investors and its mass audience

BY ERICH SCHWARTZEL

Screen Rivals

China's movie box-office totals are projected to surpass the U.S.

Year	U.S.	China
2000	1.0	0.0
2001	1.2	0.0
2002	1.5	0.0
2003	1.8	0.0
2004	2.0	0.0
2005	2.2	0.0
2006	2.5	0.0
2007	2.8	0.0
2008	3.0	0.0
2009	3.2	0.0
2010	3.5	0.0
2011	3.8	0.0
2012	4.0	0.0
2013	4.2	0.0
2014	4.5	0.0
2015	4.8	0.0
2016	5.0	0.0
2017	5.2	0.0
2018	5.5	0.0
2019	5.8	0.0
2020	6.0	0.0

LOS ANGELES—February's premiere of "The Great Wall" showcased the calculated balance between two superpowers.

Matt Damon walked the red carpet with his Chinese co-star, Jing Tian. Director Zhang Yibou thanked co-producers Universal Pictures and China-owned Dalian Wanda Group Co. The afterparty had sweet-and-sour chicken.

The movie's poor showing didn't slow the trans-Pacific collaboration. Hollywood has

more than a billion potential moviegoers have made China indispensable to the film business. The country's box-office total last year, at \$6.6 billion, was the world's second-largest compared with the first-place U.S., \$11.4 billion. In a few years, analysts predict, China will be No. 1.

While the U.S. movie-ticket sales have remained relatively flat, China's have more than tripled since 2011.

"We never thought of China 10 years ago. Now, we're at a point where Hollywood can't exist without

China Goes Hollywood

Hollywood has become so entangled with China that the movie industry can't run without it. At stake is money, influence and the world's largest sources of new moviegoers.

Number of movie screens in the country

Year	U.S.	China
2005	20,000	1,000
2006	20,000	1,000
2007	20,000	1,000
2008	20,000	1,000
2009	20,000	1,000
2010	20,000	1,000
2011	20,000	1,000
2012	20,000	1,000
2013	20,000	1,000
2014	20,000	1,000
2015	20,000	1,000

Top global exhibitors by number of screens, as of Q4 2016

Exhibitor	Number of Screens
Dalian Wanda Group* (China)	13,884
Regal Entertainment Group (U.S.)	7,267
Cinemark Holdings (U.S.)	5,903
Cinepolis (Mexico)	4,900
Guangdong Dadi Cinemas (China)	3,003
CJ CGV (South Korea)	2,877
Cinemex (Mexico)	2,565
China Film Digital (China)	2,511
China Film South Cinema Circuit (China)	2,166
Cineworld Group (U.K.)	2,115

Chinese box office gross, 2016

Category	Gross (billion)
Foreign films	\$2.76
Chinese films	\$3.86

Average ticket prices, 2016

Country	Average Price
U.S.	\$8.65
China	\$4.60

Top two grossing movies in China by year

Year	Rank	Title	Gross (million)
2013	1	Journey to the West: Conquering Demons*	7 million
	2	Mon Man 3*	1 million
2014	1	'Transformers: Age of Extinction'	\$320 million
	2	'Breakup Buddies'	\$188 million
2015	1	'Furious 7'	\$391 million
	2	'Monster Hunt'	\$382 million
2016	1	'The Mermaid'	\$527 million
	2	'Zootopia'	\$236 million

How to understand impact of your activities



Population



Affluence



Wellbeing/
Utility



Resource
Intensity



Eco-intensity

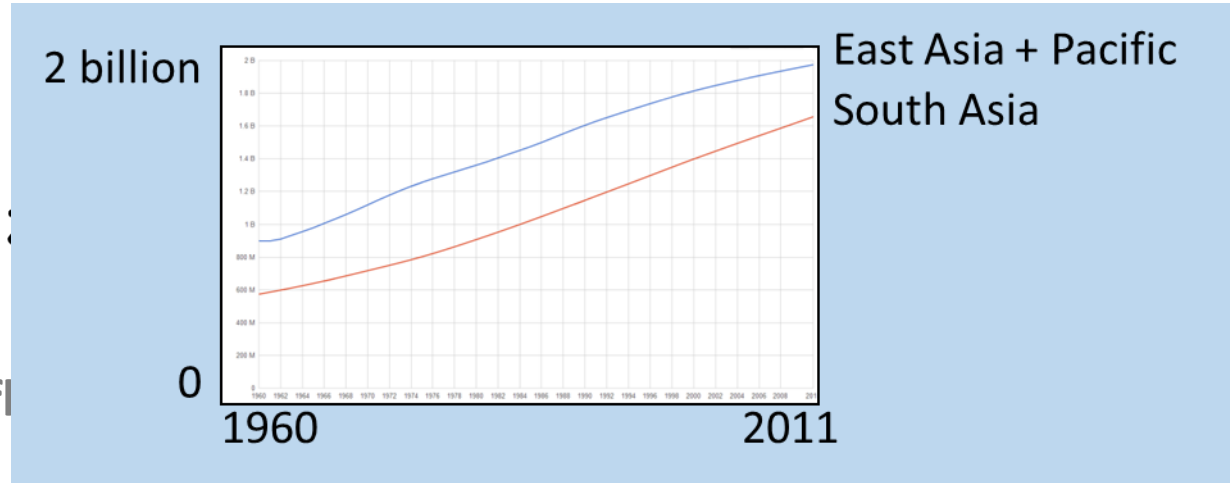
$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$

Population



Population

Affl



Intensity

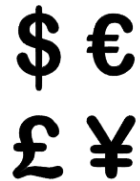
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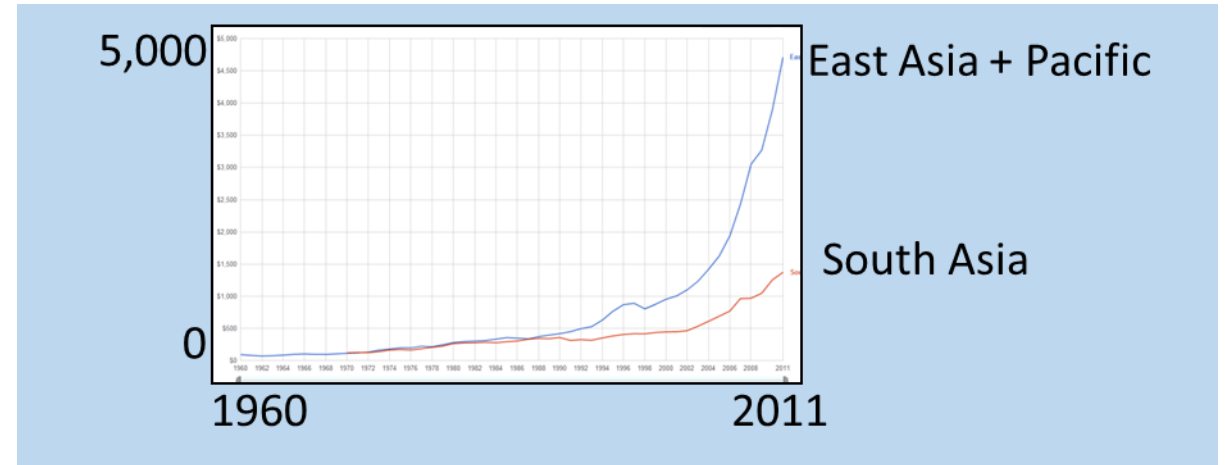
Affluence (GDP/capita)



Population



Affluence



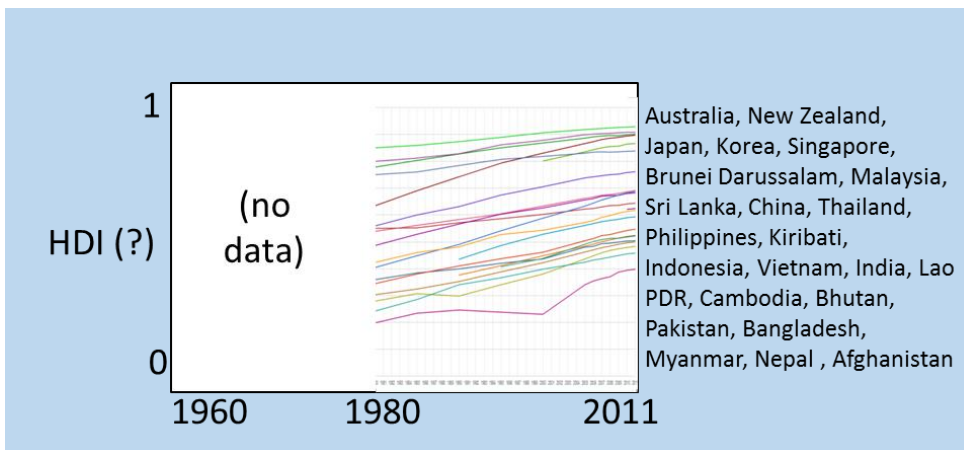
Utility

Intensity

$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$



Wellbeing (Utility/capita)



Wellbeing/
Utility



Resource
Intensity

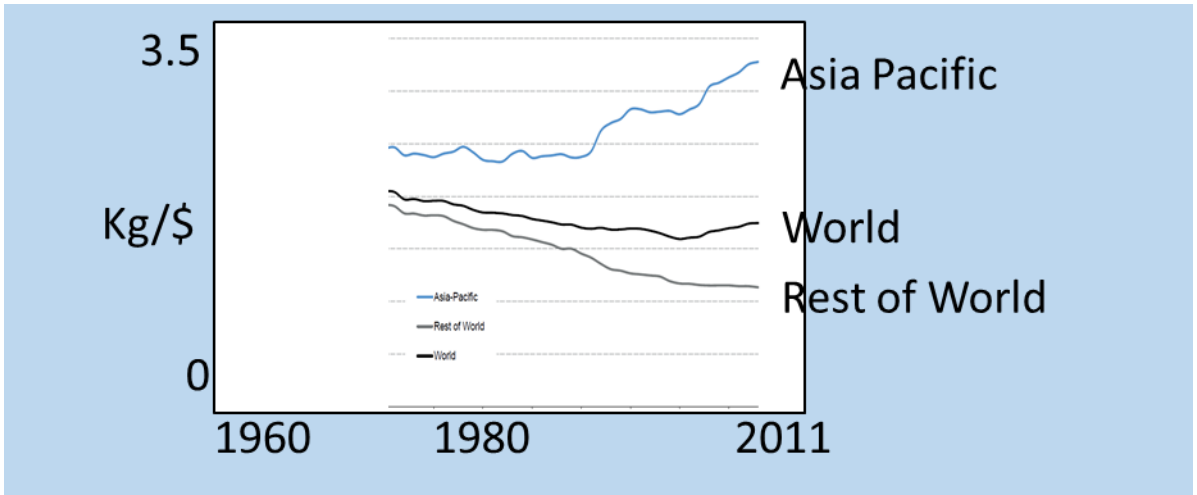


Eco-intensity

$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$



Resource Intensity (Resource/Utility)



Resource Intensity

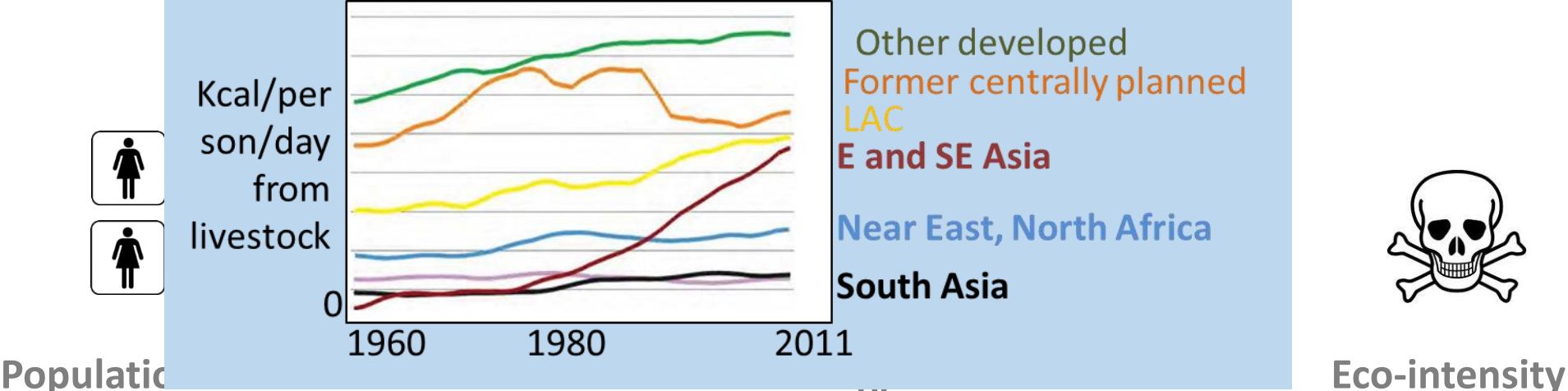


Eco-intensity

$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$



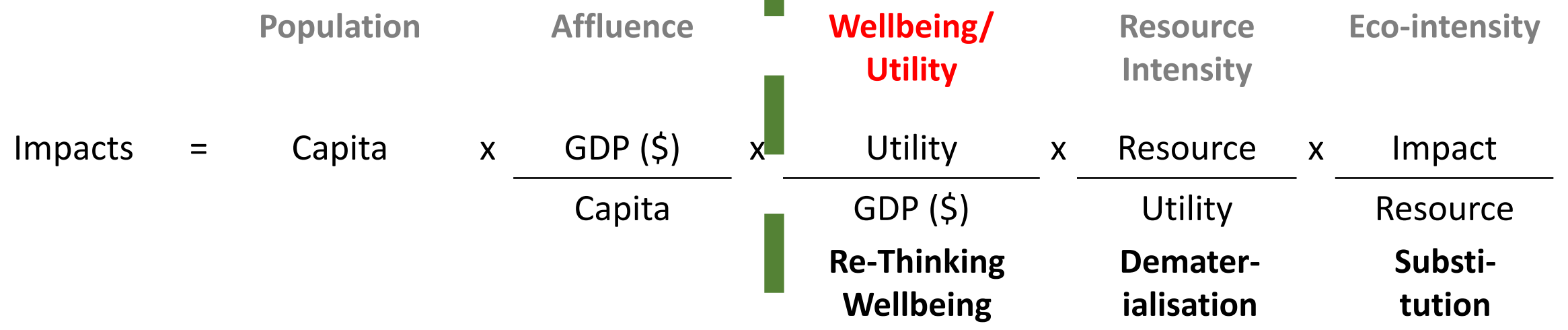
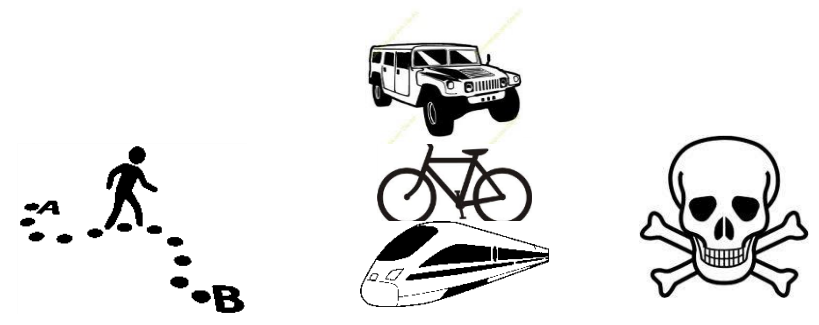
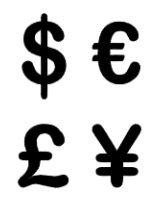
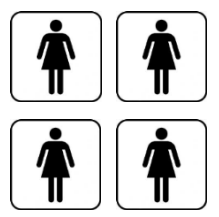
Eco-Intensity (Impact/Resource)



$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$

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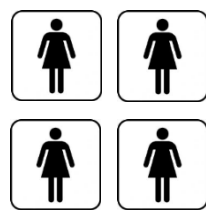
SCP opportunities



SCP opportunities

How to understand impact of your activities

Mobility



Population



Affluence



Wellbeing/
Utility



Resource
Intensity



Eco-intensity

$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$

Access to (safe, convenient) mobility

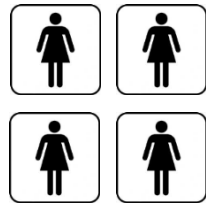
(passenger km)

Amount of materials, land needed per unit (Liters oil, kWh, m2 per passenger km)

Environmental impact of resources (CO2 or PM per liter or kWh)

How to understand impact of your activities

Plastic waste



Population

Affluence

Wellbeing/
Utility

Resource
Intensity

Eco-intensity

$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$

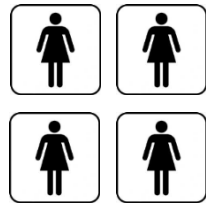
Convenience,
hygiene, food,
products
(Difficult to
measure)

Amount of materials,
land needed per
product
(kg plastic)

Environmental
impact of
resources
(Litter per kh
plastic used, CO2
per plastic kg)

How to understand impact of your activities

Energy Efficiency



Population

Affluence

Wellbeing/
Utility

Resource
Intensity

Eco-intensity

$$\text{Impacts} = \text{Capita} \times \frac{\text{GDP (\$)}}{\text{Capita}} \times \frac{\text{Utility}}{\text{GDP (\$)}} \times \frac{\text{Resource}}{\text{Utility}} \times \frac{\text{Impact}}{\text{Resource}}$$

Comfortable temperature
(temp change)
Convenience (dishes,
clothes?)
Light (lumen hours)

Amount of energy
per product
(kWh/lumen hour)

Environmental
impact of energy
(CO2 per kWh)



Impacts

Population

Affluence

Wellbeing/
Utility

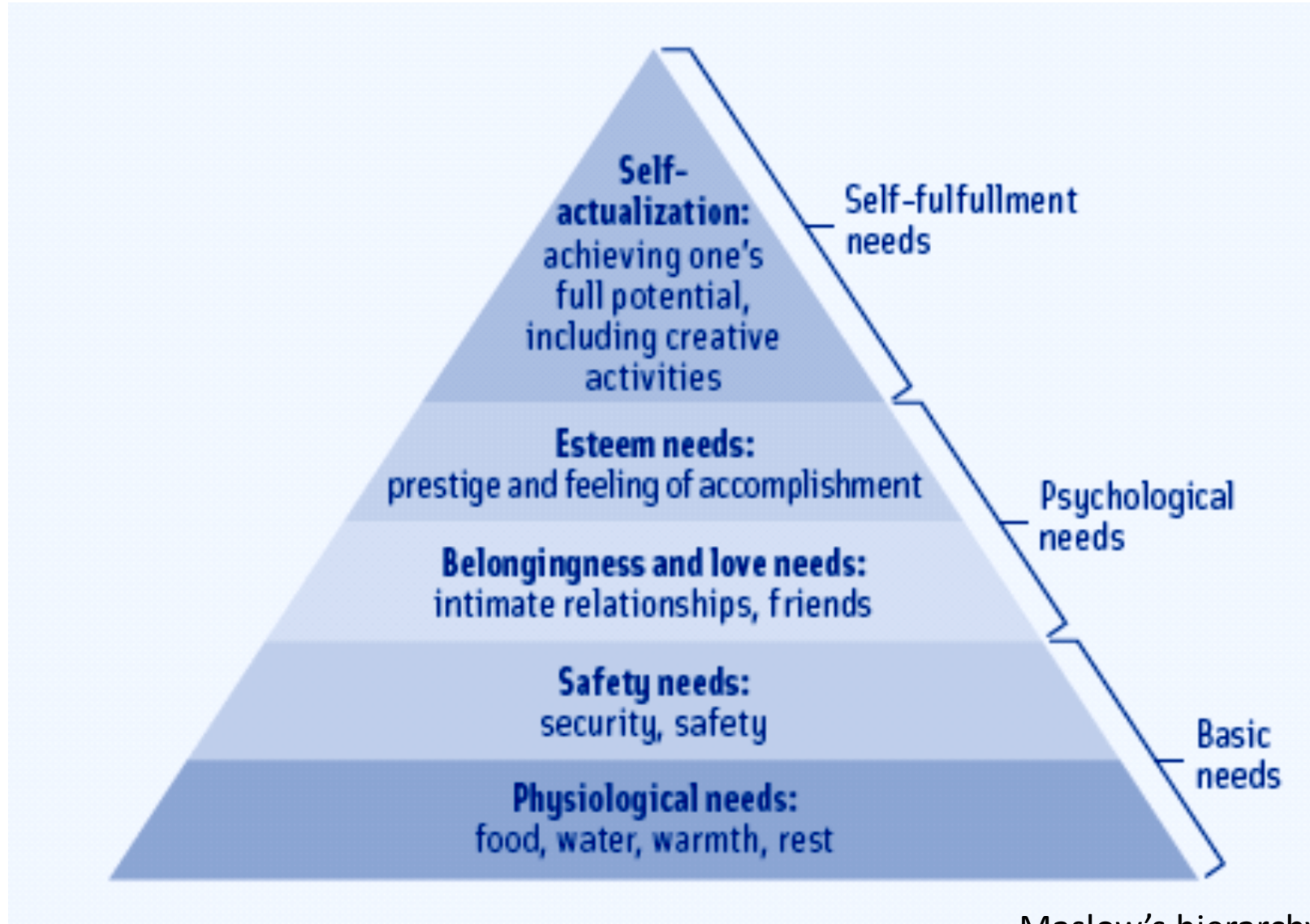
Resource
Intensity

Eco-intensity

Impacts (Plastic)	=	Capita	x	$\frac{\text{GDP (\$)}}{\text{Capita}}$	x	$\frac{\text{Utility}}{\text{GDP (\$)}}$	x	$\frac{\text{Kg Plastic}}{\text{Utility}}$	x	$\frac{\text{tCO2eq}}{\text{Kg Plastic}}$
Impacts (Energy)	=	Capita	x	$\frac{\text{GDP (\$)}}{\text{Capita}}$	x	$\frac{\text{Utility}}{\text{GDP (\$)}}$	x	$\frac{\text{kWh}}{\text{Utility}}$	x	$\frac{\text{tCO2eq}}{\text{kWh}}$
Impacts (Low Carbon mobility)	=	Capita	x	$\frac{\text{GDP (\$)}}{\text{Capita}}$	x	$\frac{\text{Utility}}{\text{GDP (\$)}}$	x	$\frac{\text{Passenger km}}{\text{Utility}}$	x	$\frac{\text{tCO2eq}}{\text{Passenger km}}$

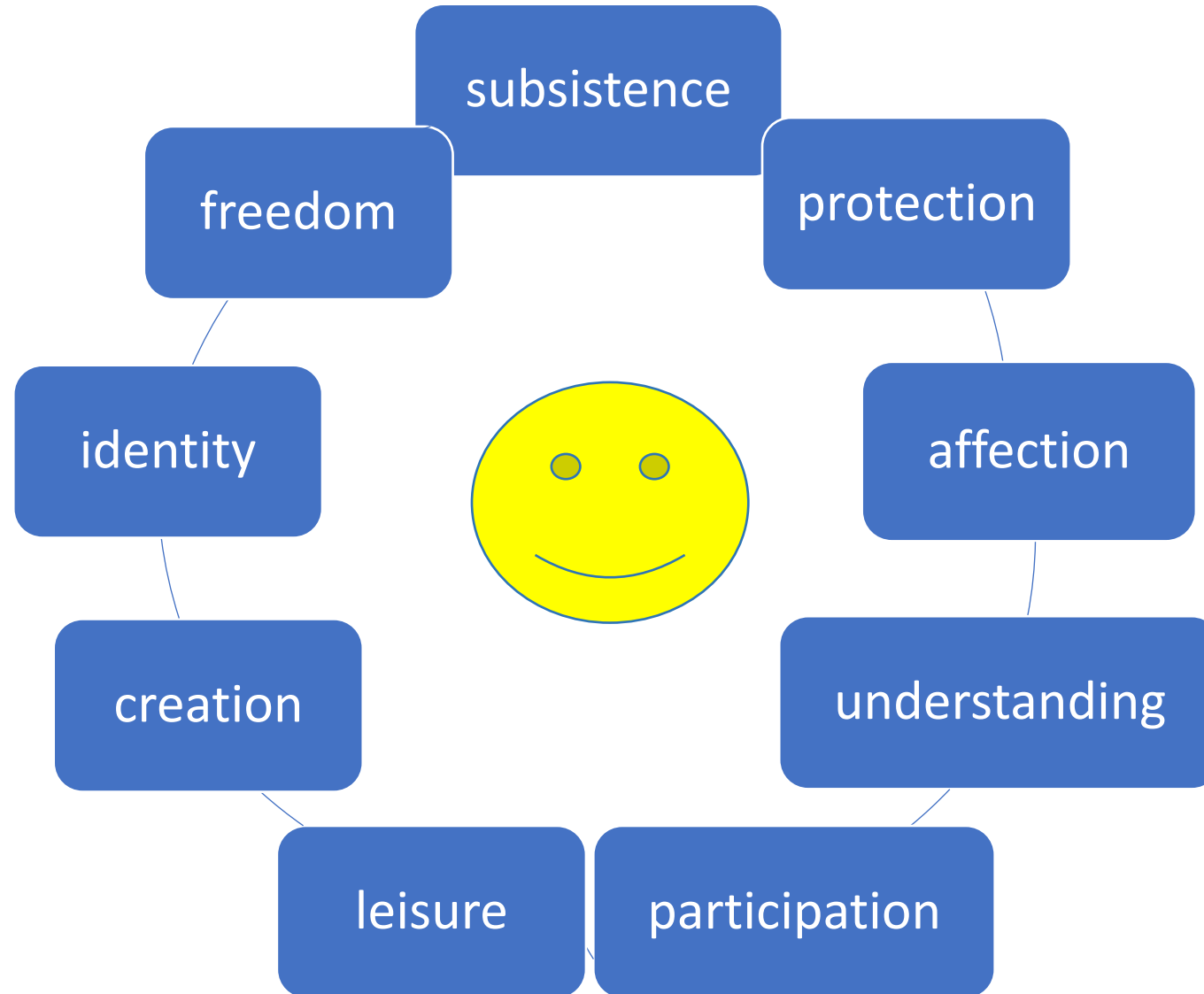
Benefit?

Value addition... let's explore fundamental human needs



Maslow's hierarchy of needs

Value addition... let's explore fundamental human needs



Fundamental human needs, according to Manfred Max-Neef

Value addition... let's explore fundamental human needs

Subsistence: health, food, shelter, work

Protection: being cared for, having choice and autonomy

Affection: being respected, loved, having fun, friends

Understanding: Thinking, curiosity, investigating, learning

Participation: Duties, responsibilities, work, collaboration, opinions

Leisure: Imagination, fun, games, dreaming

Creation: Boldness, invention, designing, building

Identity: Belonging, esteem, self-knowledge, religion, values

Freedom: Autonomy, passion, equality, choice, exploration, awareness

Fundamental
human needs,
according to
Manfred Max-Neef

Value addition... let's explore fundamental human needs

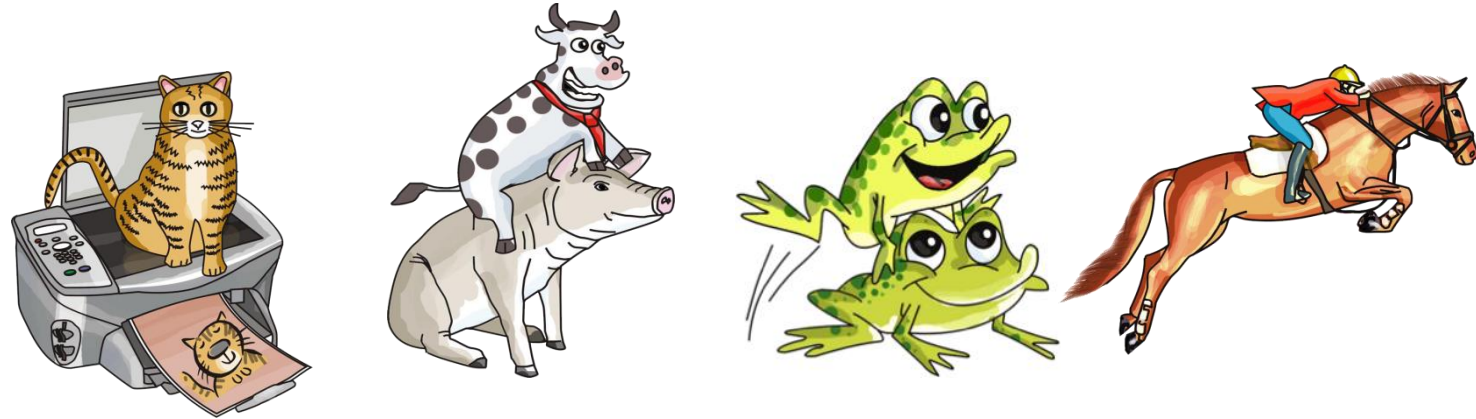
Satisfiers of our needs

- **Synergistic satisfier:** satisfies multiple needs, eg family
- **Singular satisfier:** satisfies one need, eg water
- **Pseudo- satisfier:** little or short term effect, eg fast fashion
- **Violator:** Does not satisfy and might impede other needs, eg drugs

	What needs do you think shopping meets?	What was the last thing you bought and why?
Subsistence: health, food, shelter, work		
Protection: being cared for, having choice and autonomy		
Affection: being respected, loved, having fun, friends		
Understanding: Thinking, curiosity, investigating, learning		
Participation: Duties, responsibilities, work, collaboration, opinions		
Leisure: Imagination, fun, games, dreaming		
Creation: Boldness, invention, designing, building		
Identity: Belonging, esteem, self-knowledge, religion, values		
Freedom: Autonomy, passion, equality, choice, exploration, awareness		

	Resource intensive satisfiers	Resource efficient satisfiers
Subsistence: health, food, shelter, work	Beef, incandescent lightbulbs, disposable water bottle, large house	Low meat menus, efficient household appliances, water filters, compact living
Protection: being cared for, having choice and autonomy	Personal vehicle, hygiene of single use plastic	Safe and efficient public transport, awareness about reuse items
Affection: being respected, loved, having fun, friends	Diamond engagement ring, gift wrap	Giving experiences, time; wrapping in reusable cloth or boxes.
Understanding: Thinking, curiosity, investigating, learning	Paper books, over printing in the office	Ebooks, efficient printing
Participation: Duties, responsibilities, work, collaboration, opinions	Latest smartphone	Upgrade software and components without disposal of phone
Leisure: Imagination, fun, games, dreaming	Shopping malls	Leisure mall, investment in parks
Creation: Boldness, invention, designing, building	Fast fashion	Clothing rental, reuse
Identity: Belonging, esteem, self-knowledge, religion, values	Personal vehicle	Bike
Freedom: Autonomy, passion, equality, choice, exploration, awareness	Convenience of single use plastic	Deposit refund system

Societal values - Which development path?



Developing Countries:	Copy Cat?	Piggy Back?	Leap Frog?	Horse Jump?
Developed countries:	Business as usual?	Fine Tuning?	Transforming?	
Societal Choices	Technology	Strategy	Objectives	Lifestyle/Values



Development path		Copy Cat: Business as usual?	Piggy Back: Fine Tuning?	Leap Frog: Transforming?	Horse Jump: game changing?
Societal Choices		Technology	Strategy	Objectives	Lifestyle/Values
Models		Obsolescence	Miniaturize/ Durability	Share economy, collaboration	Rethinking wealth
Sector	Food	Large scale monoculture, food waste, Atkins	Organic	Urban farming	Adapting to low footprint diets
	Manufacturing	Hardware	Mini hardware	Sharing, Rental	Biomimicry
	Construction	Cement, Steel, Concrete	Lightweight Elements	Recycled Materials	Industrial Wastes
	Waste	Dumping, Incineration	Sep. Toilets, Composting, Recycling	Biogas, Reuse, Repair, Redistribute	Refuse, Redesign
	Transport	Car, Airplane	Fuel efficient cars, two wheelers	Public Transport, Bicycle	Zoning, IT Internet
	Lighting	Incandescent	CFLs	LEDs	Daylight

Myths about Sustainable Consumption

Myth #1: Sustainable Consumption contradicts poverty eradication

Misconception	Reality
SC is consuming less	It is about consuming for well being.
SC does not support economic growth.	Sustainable consumption is primarily concerned with the quality of growth, rather than the quantity of growth. The World Economic Forum recently recognised SC as a direction for business.
People in rural areas already lead sustainable lives, thus sustainable consumption is only for people cities.	The rural poor tend to live in fragile environmental areas, and their livelihoods heavily dependent on natural resource use and ecosystem services. Sustainable consumption ensures that these resources are exploited in an equitable manner and with long-term considerations.

Myths about Sustainable Consumption

Myth

- **ideologies** (“I should be free to buy what I want” or “Technology will solve environmental problems”),
- **social norms** (“I’ll look strange if I do it” or “why should I do it if they don’t?”),
- **‘lock in’** to unsustainable capital (“well I already have the car...”),
- **mistrust or denial** (“Those eco-labels are just a marketing ploy!”),
- **perceived risks** of sustainable consumption (“what if the photovoltaic cells don’t work reliably?” or “won’t my colleagues think I’m poor if I take the train?”)
- Feel that their actions **won’t make a difference** (“I’m just one in 7 billion”).
- the market has developed very effective ways of manipulating consumers with **emotional marketing** (“You’ll be happier with these products.”). (*27 Dragons of Inaction*)

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Infrastructure also plays a major role.

Dragons of inaction – which ones are barriers to circular economy?

- **ideologies** (“I should be free to buy what I want” or “Technology will solve environmental problems”),
- **social norms** (“I’ll look strange if I do it” or “why should I do it if they don’t?”),
- **‘lock in’** to unsustainable capital (“well I already have the car...”),
- **mistrust or denial** (“Those eco-labels are just a marketing ploy!”),
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- the market has developed very effective ways of manipulating consumers with **emotional marketing** (“You’ll be happier with these products.”). (*27 Dragons of Inaction*)

Myths about Sustainable Consumption

Myth #3: Economic growth leads to improved wellbeing

Misconception	Reality
GDP/capita is a measure of welfare and development	In many countries, including in Asia, growth has led to rapidly increasing inequality.
Countries can “Grow first and clean up later”.	For local pollution of air and water the situation tends to improve as countries get richer. But for global issues like climate change and overuse of resources, there is no such effect. Lock in plays a stronger role.
Heavy pollution and high resource consumption are <i>unavoidable</i> stages of development.	Better options exist today than the eras when industrialised nations went through early stages of development. Infrastructure should be designed to be Resource Efficient.

Myths about Sustainable Consumption

Myth #4: Small environmental actions lead to big changes

Misconception	Reality
Small painless actions by otherwise reluctant people are “entry points”.	People acting more sustainably in one area (e.g. buying green products) don’t usually act sustainably in all areas (e.g. recycling, energy efficiency).
Over time these small environmental actions will add up	While sustainable initiatives are growing, the unsustainable ones are growing at a faster rate, cancelling out all the gains. Relative sustainability gains do not solve the problem if the whole system remains unsustainable.
People do not want government to develop strong sustainability measures.	There is empirical evidence that people take strong pro-environmental actions if the measures are justified and fair. Research shows that citizens feel left out when the extent of the environmental problem is not fully communicated to them.

Outline

1. Conceptual framework
2. Consumption trends in Asia
- 3. Regional frameworks**
4. Country policies
5. Business sector
6. Concepts for Asia



All images from National Geographic Atkins Ciwem environmental photographer of the year 2016 shortlist

3. Regional frameworks

Regional roadmap on SCP (2017-2018) includes SLE chapter

A. Regional/sub-regional policy dialogues, trainings and networking

- A1: Provide **Sustainable Lifestyle and Education (SLE) awareness raising** and capacity building
- A2: Regional academic SCP programme for young professionals
- A3: Massive Online Open Course (MOOC) for SCP for Asia Pacific
- A4: “**Sustainable consumption week for low carbon lifestyles in Asia**” to enable dialogue between policy makers and leaders from the private sector on the policy support required for the private sector to enable sustainable consumption and ensure sustainable production (national governments, NGOs, private sector)

B. Regional or national awareness raising campaigns

- **B1: The 4 Billion Dreams Asia-Pacific Sustainable Consumption and Production (SCP) multimedia awareness-raising campaign for youth**
- **B2: SCRIPT (Sustainable Consumption and Recycling Interventions for Paper and Textiles) for Reducing Urban Climate Footprint**

3. Regional frameworks

Regional roadmap on SCP (2017-2018) includes SLE chapter

C. Regional and national technical analysis for policy development

- **C1:** Conduct an **assessment of lifestyles and develop possible scenarios** of future sustainable lifestyles in Asia Pacific, including pathways for realization
- **C2:** Develop a framework for **monitoring programs** and projects on sustainable lifestyles and their social and environmental impacts
- **C3:** Conduct an **analysis of business models** that can facilitate sustainable lifestyles, and recommendations for government and businesses
- **C4:** Collect and analyses **case studies on government policies**, instruments, and programs to promote sustainable lifestyles, highlighting the key features, institutional arrangements for implementation and social and environmental impacts

D. National training activities

- **D1:** National academic SCP programme for young professionals, private sector professionals or development consultants and young academics (SCP Winter School)
- **D2:** Development of training packages/curricula on SLE for national level adaptation, including trainings for policymakers

3. Regional frameworks

SWITCH-Asia Phase 2

Annual dialogue on Sustainable Consumption and lifestyles

Awareness raising campaign on SCP.

Outline

1. Conceptual framework
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4. **Country policies**
5. Business sector



All images from National Geographic Atkins Ciwem
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Country policies

China

- 13th Five-Year Plan for Economic and Social Development of the People's Republic of China (2016–2020)
 - Major objectives is “Our modes of production and **ways of life will become more eco- friendly and low-carbon.**” (p.17).
 - Sustainable lifestyles are placed under Chapter 34, Section 6 (Frugal Lifestyles) “We will advocate **reasonable consumption** while opposing waste and extravagance. We will work to see that economy is practiced throughout all stages—from production to distribution, storage, and consumption. We will exercise effective control over the abuse of public funds, take action against over-packaging, food waste, and overconsumption, and work to see that frugality becomes a social norm. We will promote green transport services such as bicycling and public transport. We will restrict the use of single-use disposable products”

Country policies

China

- Opinions of the **CPC Central Committee and the State Council on Further Promoting the Development of Ecological Civilization** (April 25, 2015)
 - Basic principle “strengthen dissemination and education on the ecological culture, **advocate diligent and thrifty, green and low-carbon as well as civilized and healthy lifestyles and consumption patterns**, and increase public awareness of ecological civilization.”
 - Section XXX “We need to foster the green lifestyle. We will advocate the consumption value of being diligent and thrifty. We will carry out extensive green life campaigns, promote the public to choose the approaches of being diligent and thrifty, green and low-carbon, polite and healthy in the aspects of **clothing, food, housing, transportation and travelling**, and resolutely resist and oppose all forms of extravagance, waste and unreasonable consumption.

Country policies

Mongolia

- **Green Development Policy Action Plan**

- Strategic Objective 5: Encourage education, science, and technology to serve as the catalyst for green development, and develop cultural values and livelihoods that are in harmony with nature;

- 5.1 Engrain a resource efficient and effective consumption culture, **environmentally friendly lifestyle**, and traditional customs of protecting the environment through sustainable development education.
 - Engrain a **resource efficient and effective consumption culture** consistent with the modern life rhythm while inheriting traditional methods of natural conservation.
 - Engrain an **environmentally friendly lifestyle**, and traditional customs of protecting the environment through supporting eco school activities.
 - Developed and implement a **communication strategy** to advertise and publicize sustainable and green development concepts through press and medias.

Country policies

Viet Nam

- **LAW ON PROTECTION OF THE ENVIRONMENT**

- **Article 34 Formation of environmentally-friendly consumption habits**

- 1. The State shall encourage organizations and **individuals to consume** products recycled from waste, organic products, environmentally degradable packages, eco-certified products and other **environmentally-friendly products**.
- 2. The Ministry of Culture and Information, news agencies and the press shall be responsible for coordinating with the Ministry of Natural Resources and Environment in disseminating information about environmentally friendly products and goods and for introducing and **promoting environmentally-friendly products and goods for consumption by the people**.

Country policies

Viet Nam

- **Viet Nam Green Growth Action Plan**

- Theme 04: Greening lifestyle and promoting sustainable consumption

- Develop green and sustainable urban areas

- Promoting green life style

- Implement the campaign of “Green lifestyle” / Awareness Raising, Institutional Improvement
- Implement the campaign on building a model of “Energy saving in each household” / Awareness Raising, Institutional Improvement
- Guide and encourage sustainable consumption initiatives

Country policies

Viet Nam

- **Viet Nam National Action Plan on SCP**

There are 6 “main tasks”, task 5 relating to sustainable lifestyles directly.

- 5. To change consumer behavior and implement sustainable lifestyle
 - Persuading and building **environmentally friendly lifestyle**, sustainable consumption; raising awareness of environmental protection towards less waste, low carbon and environmentally friendly society;
 - Organizing and implementing **communication channels** to promote environmentally friendly products and services; enhancing **training and dissemination of knowledge, policies and legislation on sustainable consumption and production for officials, entrepreneurs and employees** to improve the quality of human resources for the implementation of practical sustainable consumption and production activities;
 - Enhancing the supporting role of civil organizations which protect the interests of consumers in propagation and dissemination and education on legislation and knowledge of sustainable consumption and production for consumers;
 - Continuing to implement Viet Nam Green Label Program, certification of energy-saving label and other **eco-labels**; promoting the evaluation and certification of environmental friendly products and services;
 - Implementing **green procurement** activities, giving priority on green public procurement; implementing the pilot and replication of green public procurement;
 - Developing and disseminating the **models of sustainable living practices**.

Country policies

Thailand

- Environmental Quality Management Plan B.E. 2560 – 2564 (2017-2021)
 - **Sustainable lifestyles sit under Strategy 3 as follows:**
 - 3.1: **promote sustainable consumption** consisted of two plans; change behavior to be environmental society plan and promote green energy plan.
 - There are eight key indicators for Strategy 3 including (1) reduce material footprint and material footprint per capita (2) increase proportion of organizations buying green products and service and increase amount of money spending for green products and services

Country policies

Thailand

- Green City Development -Policy & Implementation (Department of Environmental Quality Promotion)
 - The 20-year National Strategy (2017-2036) includes a strategy for promotion of city growth on eco-friendly life standard. The Thailand Environmentally Green City Indicators include 3 points directly related to sustainable lifestyles:
 - 3. **Environmental friendly lifestyle and consumption.** Energy, including alternative energy is used efficiently. Water is used efficiently. Production, consumption, and source are eco-friendly.
 - Targets 8 municipalities that can be engaged.

Country policies

Thailand

- Green City Development - Policy & Implementation (Department of Environmental Quality Promotion)
- Linkages with faith based communities

Green Temple/Mosque

- Develop criteria for religious places: temples and mosques
- Aim for develop best-practice of environmental-concerned temples and mosques
- 166 temples and 20 mosques passed the green criteria in 2016



Country policies

Malaysia

- Eleventh Malaysia Plan, 2016-2020
 - There are Six “strategic thrusts” including “Pursuing green growth for sustainability and resilience” and 6 game changers, including “Embarking on green growth.”
 - **Chapter 6: Pursuing green growth for sustainability and resilience.** Under the 4th “strategic thrust” of green growth there are four focus areas, including “Focus area B: Adopting the sustainable consumption and production concept” – under this is:
 - Strategy B1: Creating green markets
 - Strategy B3. Enhancing demand side management.
 - Strategy B4: Encouraging low carbon mobility
 - Strategy B5: Managing waste holistically
 - **Chapter 8: Re-engineering economic growth for greater prosperity (p8-38) includes** Principle 5: Adopting green-based development and practices (place high importance on continuous sustainable growth by enhancing green-based development and optimizing low carbon resources. Environment-friendly practices, such as green buildings, [green lifestyles](#), and sustainable consumption and production, will be embedded within the development plans of these cities.)

Country policies

Bhutan

- Consumer Protection Act Of Bhutan, 2012

Two areas address sustainable consumption:

- **Chapter II: Rights and Responsibilities of Consumers**

- 5. The **Consumer** shall endeavor to promote:
 - (d) Responsibility to consider the impact of consumption patterns on the environment to maintain the ecological balance; and
 - (e) Safe environment for consumption of goods and services by providing information on the supply of goods and services which are harmful and not safe for consumption.

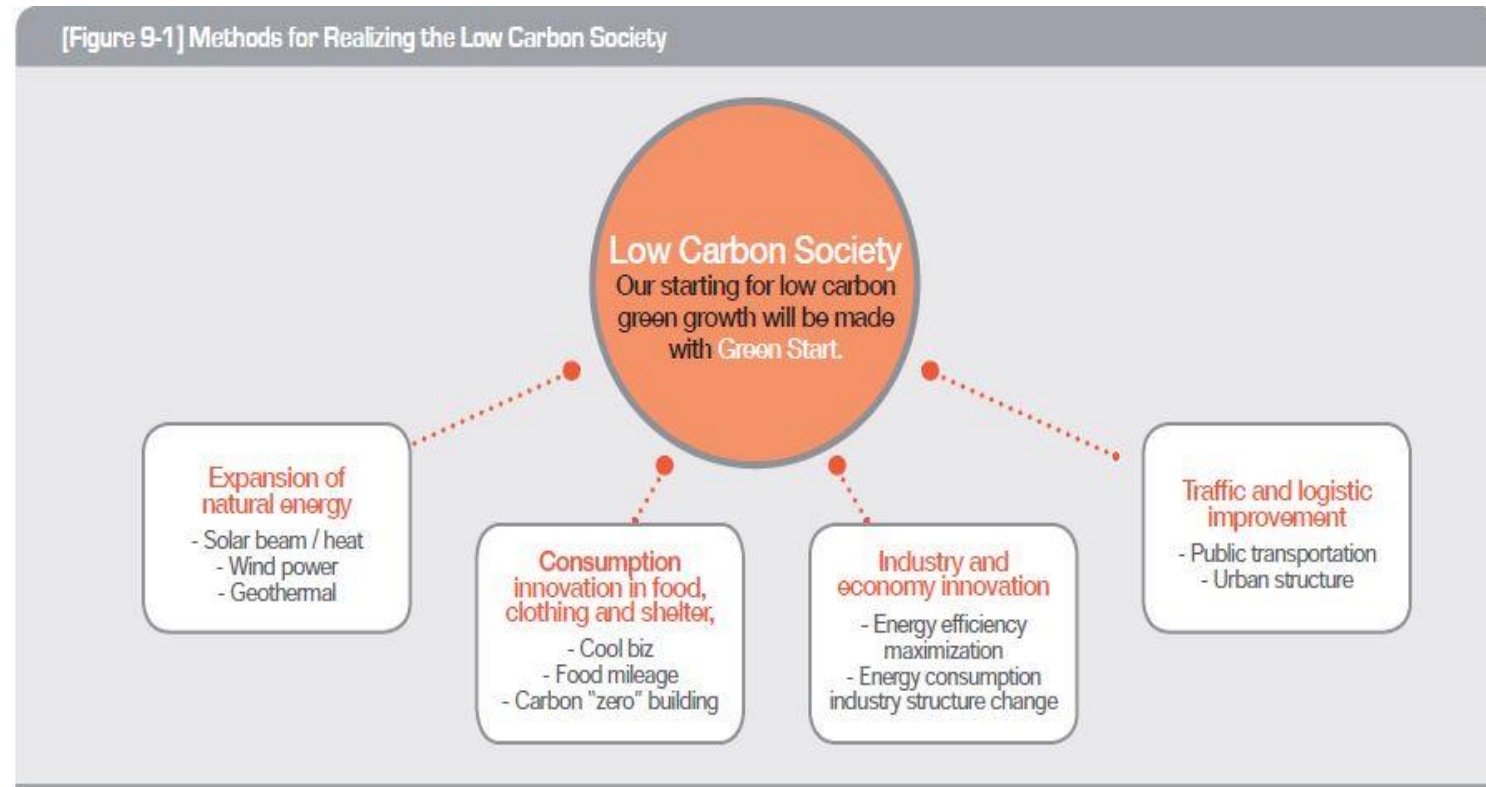
- **Chapter XIII: Consumer Protection Forums**

- 89. The Office of Consumer Protection shall:
 - (i) Promote the **development of policy on sustainable consumption of goods and services**;
 - (j) **Encourage sustainable consumption** by disseminating information on;
 - Environmental impacts of consumer choices;
 - Impact of products on the environment.

Country policies

Republic of Korea

- Green growth and green lifestyle policy
 - Main 3 objectives of the Strategy:
 - Promote a synergic relationship between economic growth and environment protection;
 - Improve quality of life and **promote environmentally friendly behaviors** of people of Korea;
 - Contribute to the international efforts to fight climate change and other environmental threats;



Country policies

Republic of Korea

- Sharing City Seoul Project
 - Seoul Metropolitan Government sees the Sharing City Seoul initiative as social innovation measures designed to create new economic opportunities, to restore reliable relationships, and to reduce waste of resources with a view to resolving economic, social, and environmental problems in urban areas all together.
 - Initiatives involve sharing of:
 - Space
 - Goods
 - Skills/time
 - Content



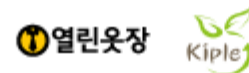
• Various Goods



• Cars



• Clothes



• Live Performance Equipment



Country policies

India

Addressing the United Nations Summit for the adoption of Post-2015 Development Agenda in September 2015, the Prime Minister of India, Shri Narendra Modi said; **“we must look for changes in our lifestyles that would make us less dependent on energy and more sustainable in our consumption.”**



Country policies

India

- India's Intended Nationally Determined Contribution: Working Towards Climate Justice
 - India led the call to include sustainable lifestyles in the Paris Agreement. Accordingly, sustainable lifestyles are a part of their Intended Nationally Determined Contribution (INDC), the very first words of which are “India has a long history and tradition of harmonious co-existence between man and nature. Human beings here have regarded fauna and flora as part of their family. This is part of our heritage and manifest in our lifestyle and traditional practices.”
 - The INDC contains 8 goals, the very first of which is sustainable lifestyles.
 - “To put forward and further propagate a healthy and **sustainable way of living** based on traditions and values of conservation and moderation.”

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5. **Business sector**



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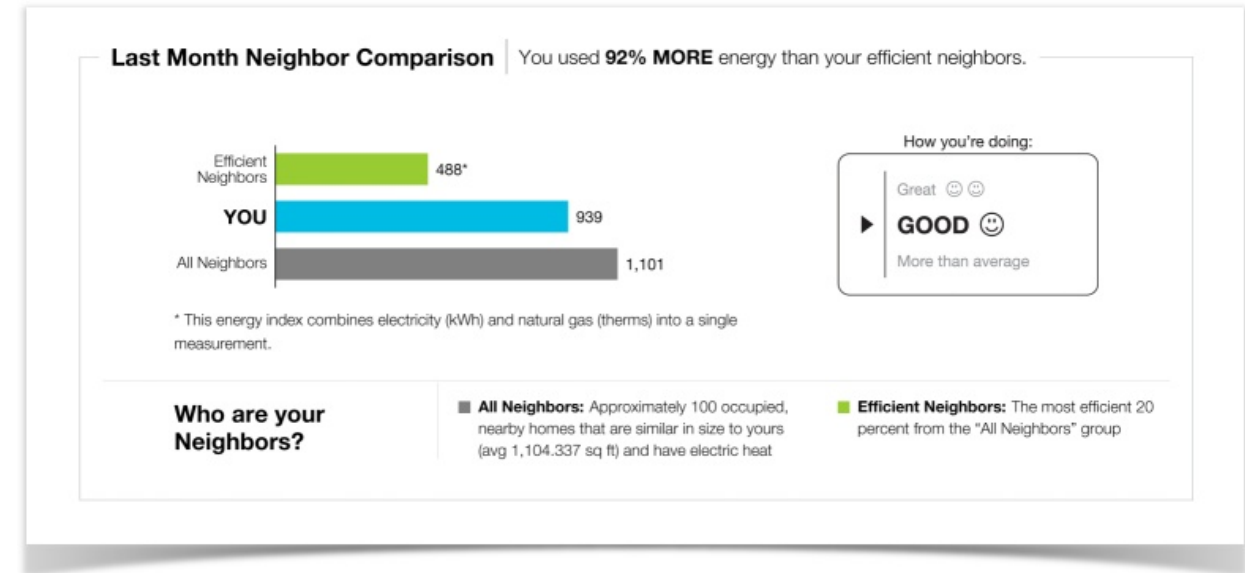
Business sector

Housing – Household energy

Opower

Opower is a business based on behavioural change and nudging. They work with utilities to provide customers with smart bills that give them feedback about their energy usage compared to other customers, as well as actionable information to reduce energy consumption.

More than 100 utilities and 60 million households worldwide use Opower products, now also in Japan, South Korea, Singapore, and soon arriving in ASEAN countries.



Business sector

Mobility - P2P car share

- **Zoom car and Zap.** When you buy your car from Maruti, Honda , Hyundai, Ford , Mahindra , Tata, they can allow you to get revenue to pay off the car cost through Zoomcar/Zap. When you are not using your car, you register it on the app and others can use it without you needing to be there. This business model links the car share company, the car loan company and the car dealership to create an affordable way to buy a car by sharing it.
- **Olive trips** – car and bike ride share in Vadodara India - 1 million members in India. OliveTrips also takes great pride by being official Car pool Partner to Car Free Day (India Chapter). It has won the accolade 'VNM TV Environmental Excellence Award 2013' for being an important and significant environmental initiative. The trophy was awarded on Jan 16, 2013 in Vadodara.

Business sector

Mobility - Share bikes

- Mobike (China) a bike sharing service to fulfil urban short trips especially first/last mile. Combining innovation and Internet of Things technology. Unlike many bike share systems, Mobike does not require a docking station as the bikes contain the GPS themselves. Monthly active users has reached to 4.32 million.
- **Ofo (Also China)**. Another Chinese bike share company, this time affiliated with Alibaba.



Business sector

Mobility - Share bikes

- **Mumbai:** Mumbai operates two schemes, and the [Ministry of Urban Development](#) is preparing to launch a 10-city public bike scheme as part of its "Mission for Sustainable Habitat". [\[216\]](#)
- **Ahmedabad:** MyByk cycle sharing program in Ahmedabad started with eight stations within the city in 2013. Subscribers can keep bicycles as long as required without having to return them to the stations.
- **Mysuru (Mysore):** Mysore is the first Indian city to initiate cycle sharing in 2009 with 28 locations as of 2009 and 52 planned locations.
- **New Delhi:** The Delhi Metro Rail Corporation (DMRC) launched the first software based 'Public Bicycle Sharing scheme (PBS)'
- Indian Institute of Science, **Bangalore** – NammaCycle
- Pondicherry University, **Kalapet** – Bike Share
- Birla Institute of Technology, **Mesra, Ranchi** - Desi Wheels
- **Indonesia:** University of Indonesia, Depok – Cycle Share
- ***Pun Pun bike share in Thailand***



Business sector

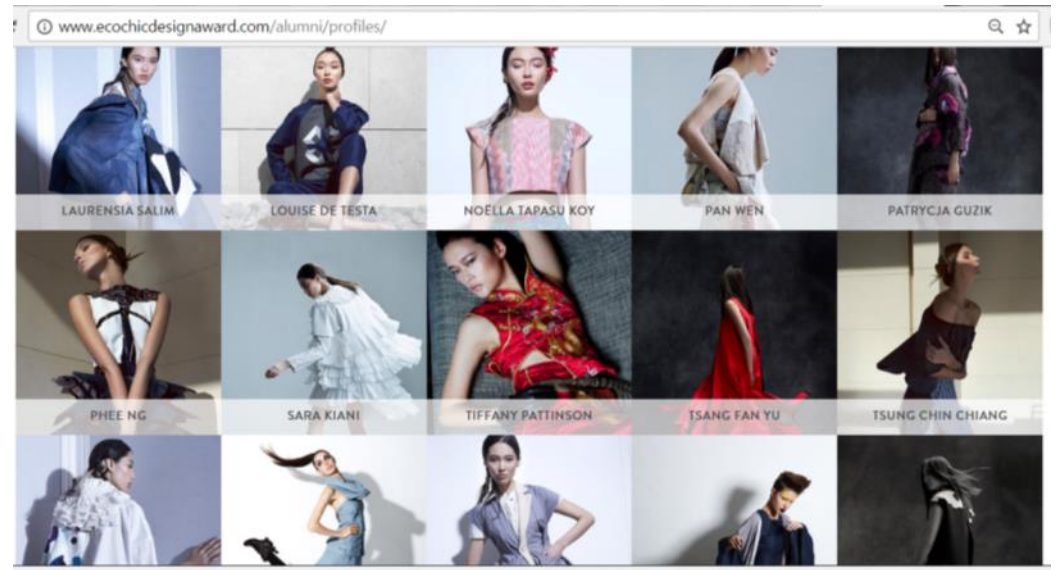
Consumer goods - Fashion

EcoChic Design Award

World's largest sustainable fashion design competition challenging emerging fashion designers to create mainstream clothing with minimal textile waste.

The alumni are a wide range of designers largely from Asia and could be a good network to approach for a sustainable fashion campaign

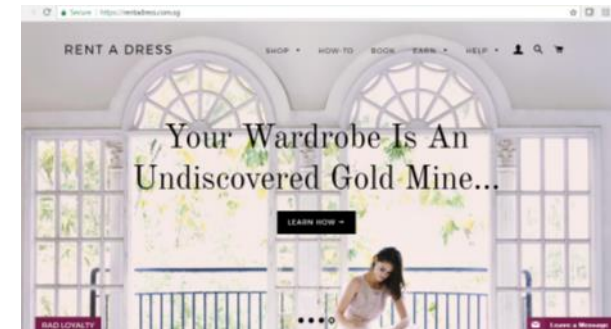
<http://www.ecochicdesignaward.com/alumni/profiles/>



Business sector

Consumer goods – Fashion sharing programs

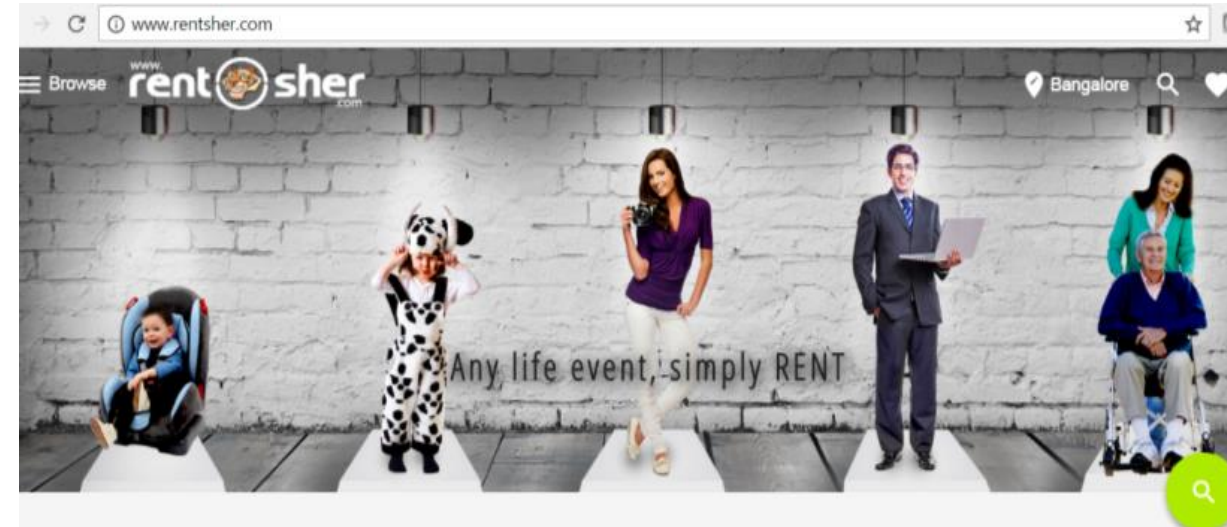
- **Open Closet** is an NGO that has recently been set up in Seoul, with support from Seoul Metropolitan City to allow people to share clothing that they do not need every day. The focus starting out is on formal clothes that young people may need for job interviews. In April 2017, KOICA (Korea International Cooperation Agency) donated 60 suits, 49 shoes, 39 blouses, 16 shirts and 5 ties to the Open Closet.
- **That bag I want** – Bag rental in Singapore
- **Secret wardrobe** – fashion rental in Mumbai
- **RentJewels** - Bridal jewellery rental in India
- ***Rent a Dress – Singapore and Malaysia***
- **Maternity exchange and rent in Singapore**
- ***Kiple – sharing/redistribution platform for clothes in Korea***



Business sector

Consumer goods – B2P Sharing platforms

- **Rentsher.** B2P. They have sections for start ups, businesses, parents, parties and events, camping, medical, appliances, cameras and lenses, and musical instruments.
- **Rent Masti:** Rental again – interestingly you can also rent medical equipment. This time it is also B2B rental.
- **The Baby Specialist** - renting out hospital-grade baby care equipment



Business sector

Consumer goods – P2P Sharing platforms

- ***Hello Market*** - Online redistribution in Korea
- ***Kaidee***, sharing economy (Thailand)
- ***Rentipid*** – Rent anything (Philippines)
- ***AdalBdal*** – online bartering platform (India)
- ***AALIZWEL*** - Sharing platform in India - India's first online youth social marketplace where students, students of professional courses and pass-outs can buy, sell and exchange any goods or services.
- ***Faida*** – online exchange (India)
- ***Billiji*** is a Korea-based web application platform for P2P lending and sharing.
- ***Irentshare*** - Online rental of goods in India

Business sector

Consumer goods – Sustainable products

- **Green the Map:** Upcycled and sustainable products
- **Interface:** A “Circular Economy” approach to carpets (Factory in Thailand).
- **H&M:** sustainable materials, like Denimite (made of recycled denim), H&M also encourages consumers to machine wash at 30 degrees instead of 60 degrees by adding the Clevercare symbol on their garment labels. The company has launched a Garment Collecting program with the vision to turn old clothes into new.



25+ twenty five
brands

32+ thirty two
categories

10000+ ten thousand
products

INDIA'S BIGGEST GREEN
PRODUCT AGGREGATOR

Stay anxious, get
UPCYCLED.
Each product is one of a
kind.
Actual product colors
and patterns may
differ for product images

UPCYCLED ECO FRIENDLY FAIR TRADE

Green The Map

Business sector

Consumer goods – Homeware and Toy rental

Furlenco: is online furniture rental company based in Bangalore, India. It is high quality durable furniture for rent, not purchase. (Couch approx. \$12/month - Seems economical for expats, students.)



Rent that toy - toy rental in Singapore



Bambaram – Toy library in Chennai, India



CHILDREN TOY FOUNDATION, INDIA

Renttoys – toy rental in India

The Revolving Library – Malaysia



Business sector

Consumer goods – Repair business

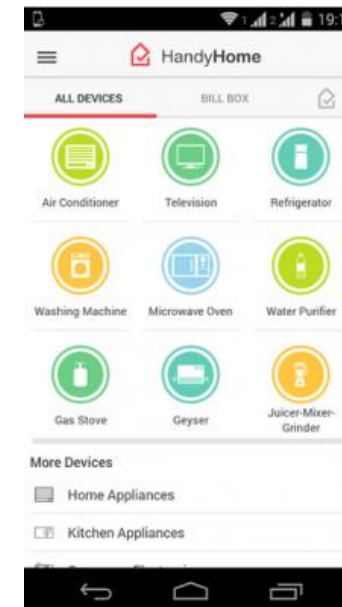
iFixit is an app and website that contains links to manuals and youtube videos for repairing a broad range of stuff

HandyHome (India): Uber for repairs. Technicians from brand's authorized service centres, who provide doorstep service.

Housejoy (India): Repairs but also other services: laundry, plumbing, carpentry

Jeeves – repair service for household items in India, but with long-term partnerships with India's biggest retail chains and corporate like the Tata group, Future Group, Aditya Birla Group

Momoko Bag & Shoes Spa - more typical SME style repair service for bags, shoes, and all kinds of leather and fabric goods



Business sector

Consumer goods – Waste prevention and Recycling support

Yingchuang Recycling: offline and online recycle platform. Its machines for recycle bottles and paper in many subway station, bus station and communities. (44 million bottles collected).

Aihuishou : an electronic recycle platform.
Chinese electronics recycling startup Aihuishou with US\$8 million funding led by the International Finance Corporation (IFC) and Morningside Ventures.



Business sector

Consumer goods – Plastic bag bans

Plastic bag bans are picking up, with programs at the national or province level in:

Cambodia: a sub-decree banning small plastic bags and levying charges for plastic bags given away at supermarkets by the Cambodian government has been signed.

Bangladesh: ban was introduced in Bangladesh in 2002 after floods caused by littered plastic bags submerged two-thirds of the country in water between 1988 and 1998. Plastic bags remain a big problem

China. A plastic bag ban on ultra thin plastic bags and a fee on plastic bags was introduced in China on June 1, 2008. use of plastic bags remains prevalent

Hong Kong. [Hong Kong](#) forbids retailers from giving plastic bags under a certain thickness and for free.

India. In 2002, [India](#) banned the production of plastic bags below 20 µm in thickness to prevent plastic bags from clogging of the municipal drainage systems and to prevent the cows of India ingesting plastic bags. Due to poor implementation of this regulation, subnational authorities (states and municipal corporations), have had to implement their own regulation.

Indonesia. Starting in 2016, Environment Ministry enforced retailers (mini-market, hypermarket, and supermarket) in 23 cities across the archipelago to charge consumers for plastic bags

Malaysia. A tax on plastic bags applies in [Penang](#), while a similar tax in the state of [Selangor](#) applies only on Saturdays

Myanmar. In 2009, plastic bag factories in [Rangoon](#) were ordered by local authorities to stop production by the end of November or face heavy punishment

Taiwan. In January 2003, [Taiwan](#) banned the free distribution of lightweight plastic bags. In 2006, however, the administration decided to begin allowing free plastic bags to be offered by food service operators.

Thailand. In 2015, a campaign was launched that saw the government ask Thais to not use plastic bags on the 15th of every month, which is thought to have saved 15 million plastic bags between its August launch and the end of the year.

Business sector

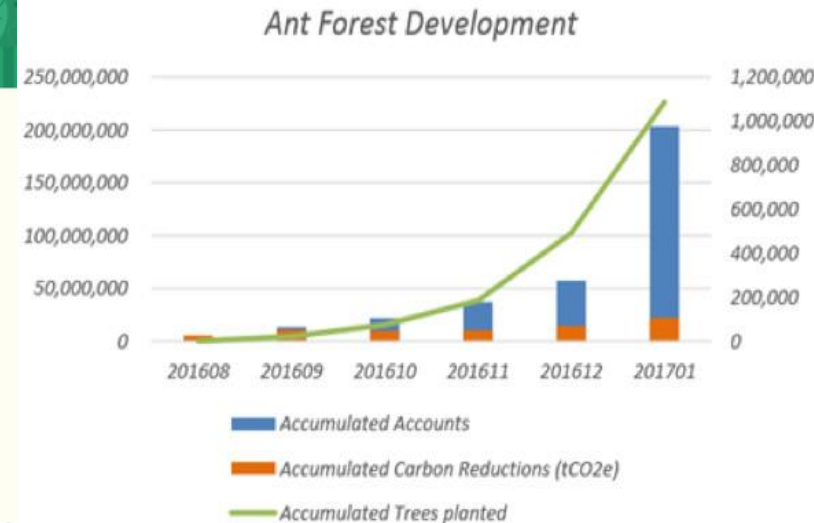
Finance

Green Credit card in Korea: incentive system jointly launched by the government and credit card companies to provide economic incentives with green-conscious consumers.

Alipay's social mobile game Ant Forest: This social game focuses on carbon emission reduction. Low carbon-consuming behaviors through Alipay's app, such as traveling by metro or walking (the pedometer function in Alipay can record these behaviors), paying bills (water, gas, electricity) save paper, these carbon-saving behaviors will be calculated as virtual nutrients to help their digital trees grow bigger. Alipay promised to plant a genuine tree every time a digital tree was grown.

MasterCard, Green/Eco Credit Card Platform: Live Green, Shop Green campaign in China: They support environmental protection in China through participation in the Live Green, Shop Green campaign in **China**, which is aimed at guiding young people toward adopting an environmentally conscious lifestyle.

Figure 2. Working Mechanism of the Green Credit Card



Business sector

Finance - Crowdfunding

Wishberry - crowdfunding and crowdsourcing in India



Funding: \$652,690,000. India's most successful crowdfunding platform for artists and sustainability.

Spark the Rise – Funding sustainability projects in India



To create disruptive solutions that transform lives. The rise prize is currently focused on 2 challenges relating to sustainability: solar energy and driverless cars.



Thank you!

Sustainable Lifestyles in Asia Trends, policies and businesses

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