

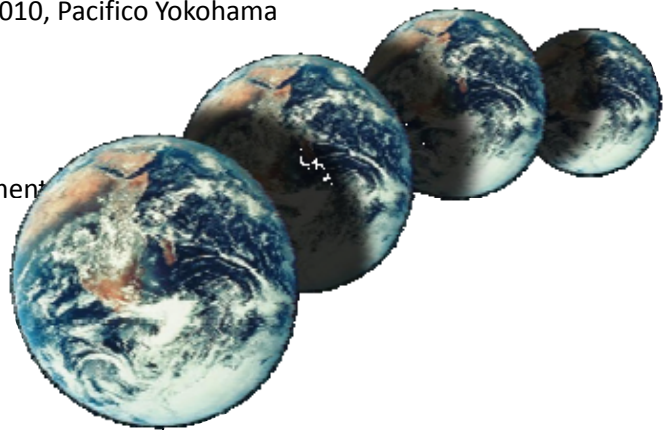
**“Sustainable production and consumption patterns –
a resource and lifestyle perspective”**
「持続可能な生産と消費パターン：資源と生活様式の観点から」

**International Forum for Sustainable Asia and the Pacific 2010
(ISAP 2010)**

12th/13th of July 2010, Pacifico Yokohama

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Wuppertal Institute for Climate, Environment
and Energy (Germany)



Wuppertal Institute ヴッパタール研究所について



- Formation: 1991 under the guidance of Prof. Dr. Ernst Ulrich von Weizsäcker
- Legal form: GmbH, Non-Profit-Organisation
- Owner: North Rhine-Westphalia
- Personal: approx. 180 employees, multi disciplinary
- President: Prof. Dr. Uwe Schneidewind
- UNEP/WI Collaborating Center on Sustainable Consumption and Production
- Projects: approx. 100 projects per year
- Budget: state aid (2.2 mill. Euros) and third-party funds (8 mill. Euros; UN, EU, ministries, economy, NGOs)
- approx. 25% international projects

Overview
概要

Sustainable development – targets 2050

Sustainable production and consumption – a resource
perspective

Complexity of consumption and production systems

Lifestyles: How to bend the trend?

Conclusions

Sustainable development Our planet today
持続可能な発展 この星の今日

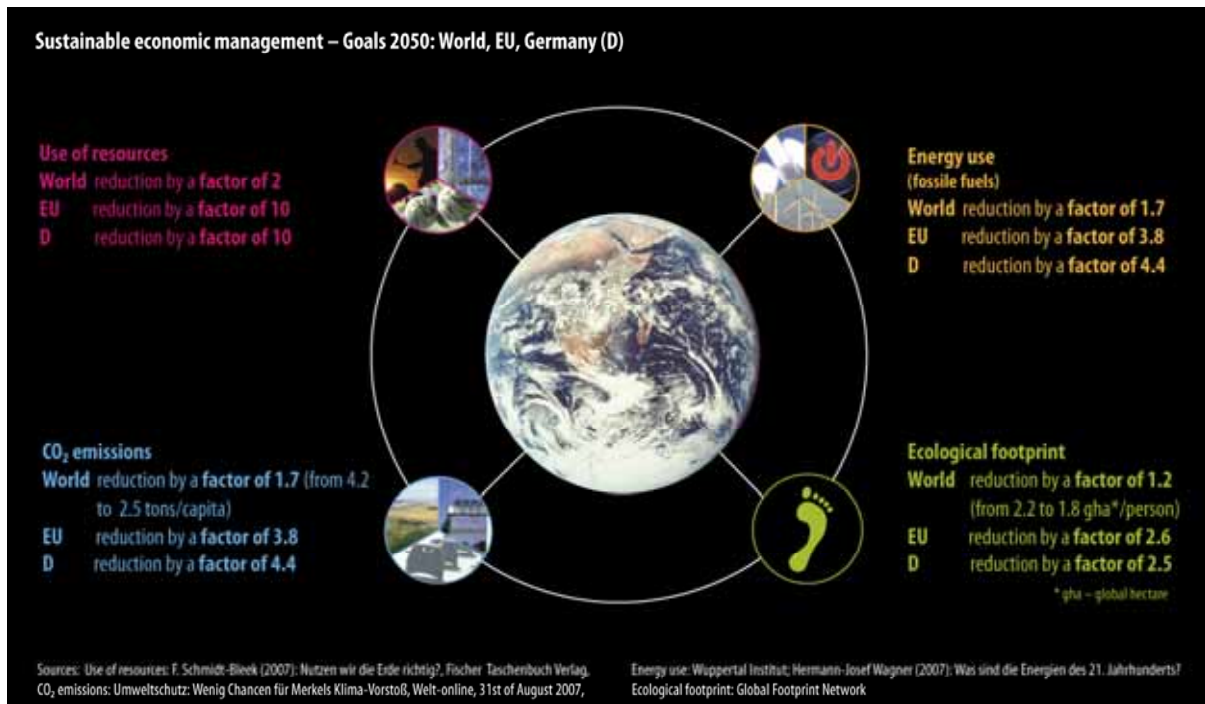
60 % of the world's ecosystems are either degraded or over-used. The fast increasing use of resources and energy (about 80% based on fossil fuels) and the resulting increasing emissions of greenhouse gases influence the speed of climate change: 0.2°C per decade over the last 25 years.



Sustainable development

Targets 2050

持続可能な開発 2050年の目標



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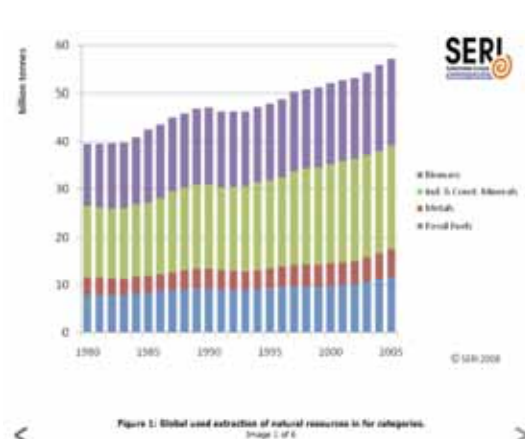
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Sustainable production and consumption

A resource perspective

持続可能な消費と生産：資源の観点

- The amount of natural resources extracted for production of goods and services is steadily increasing.
- Today's worldwide resource consumption is about **50% higher than 30 years ago**, at about **60 billions tons raw materials** per year. (SERI 2009).
- Almost half of all global resource extraction takes place in Asia, followed by North America (almost 20%), Europe and Latin America (13% each). The levels of resource extraction in Asia have increased much faster than the global average.



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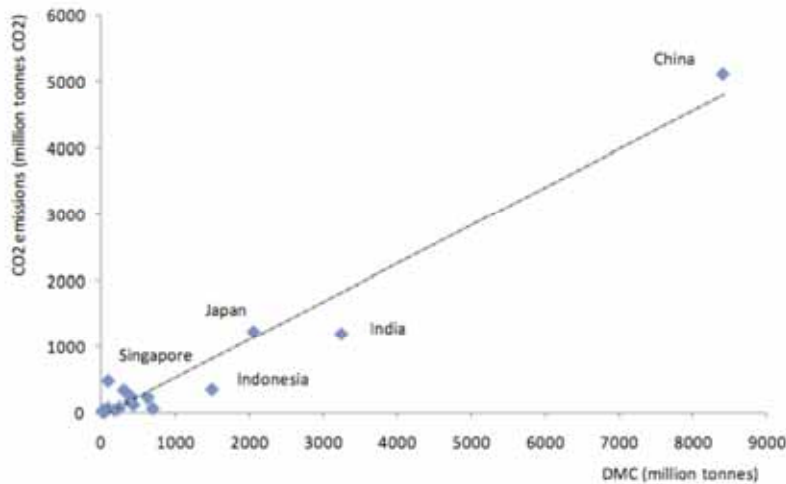
Sustainable production and consumption

Material consumption and energy related CO₂ emissions

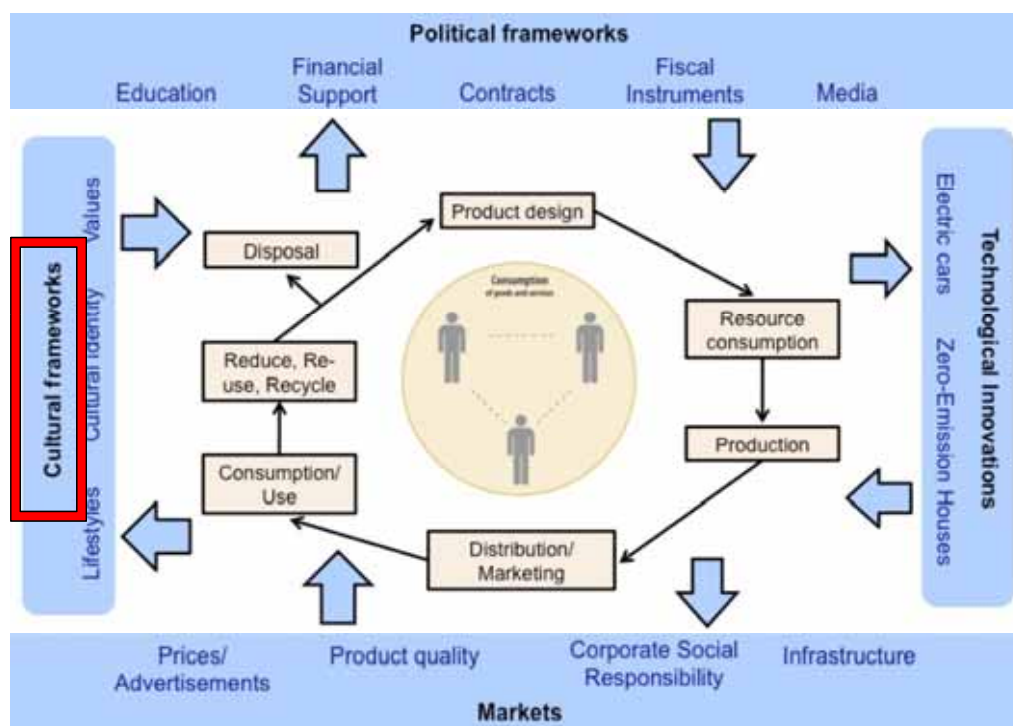
持続可能な生産と消費： 物質消費とエネルギー関連のCO₂排出

The strong correlation between CO₂ emissions and resource use allows to meet low carbon society targets by improving resource efficiency.

Material consumption (DMC) and CO₂ emissions, absolute numbers (2005)



Complexity of consumption and production systems 消費と生産システムの複雑性



Lifestyles: How to bend the trend? (1)

Towards sustainable consumption

ライフスタイル:いかにトレンドを変えるか(1) 持続可能な消費へ向けて

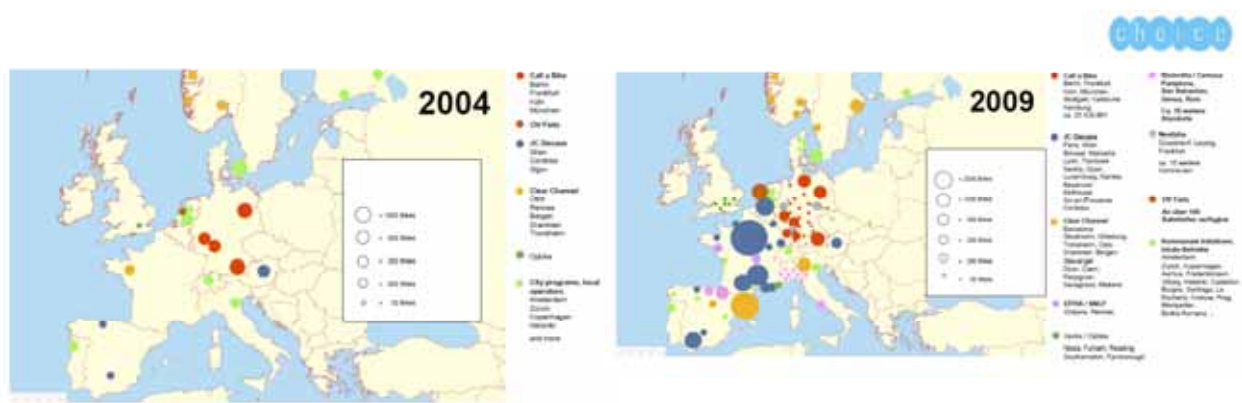
Necessary steps towards sustainable consumption and production:

- **systemic approach:** regarding the consumption and production issues as parts of one system;
- **raising awareness of consumers and producers** through education for sustainability, communication campaigns, better medial information;
- **greening markets:** taxes, subsidies, cap and trade, labelling, are the relevant measures for improving this process;
- **making sustainable consumption easy** through infrastructures that allow easy access to sustainable products and services, transparent markets, labelling.

Lifestyles: How to bend the trend? (2)

Changing consumption patterns is possible

ライフスタイル:いかにトレンドを変えるか(2): 消費パターンの変化は可能



Bicycle sharing systems in European cities

Conclusions (1)

結論(1)

- **2050 targets** for a sustainable society must be ambitious.
- **Low-carbon society targets can be met by improving resource efficiency.**
- Sustainable consumption and production are a dynamic system driven by many factors; **socio-cultural framework** is highly relevant for a better understanding of consumers' and producers' behaviour.



Conclusions (2)

結論(2)

- For a transition towards more sustainable consumption and production systems we need a **policy mix** of
 - market based instruments
 - voluntary measures
 - regulatory measures
 - education for sustainability on all levels of education
- **Eco-innovation** is a key element for putting the industrial economies on the path towards a resource and energy efficient economy of global ecological progress.



Thank you for your attention!
ご静聴ありがとうございました。



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