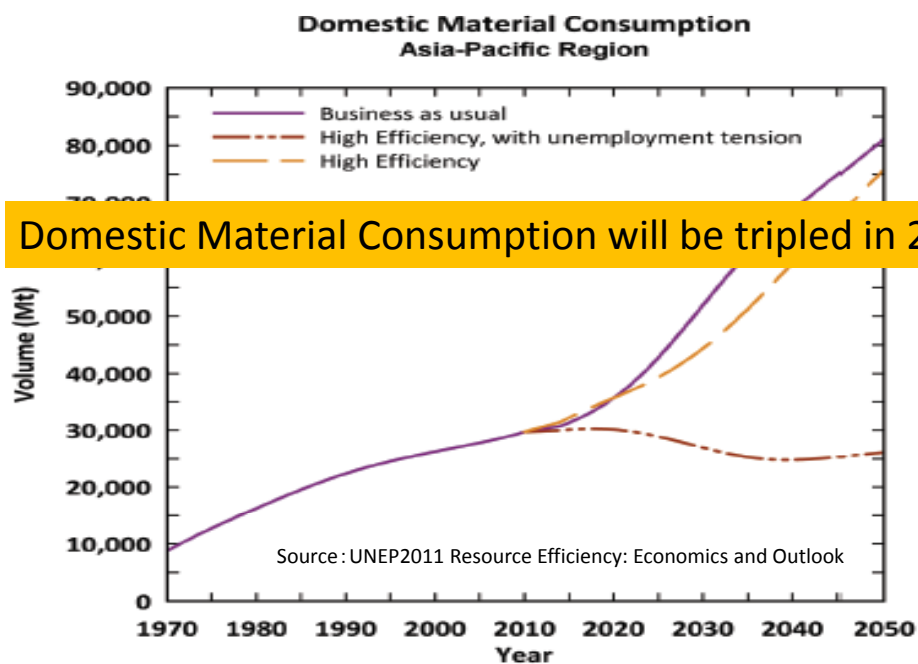


Policy Design and Evaluation for Sustainable Consumption and Production Patterns in Asian Region :

A Challenge from Japan

Masahiko Hirao
The University of Tokyo

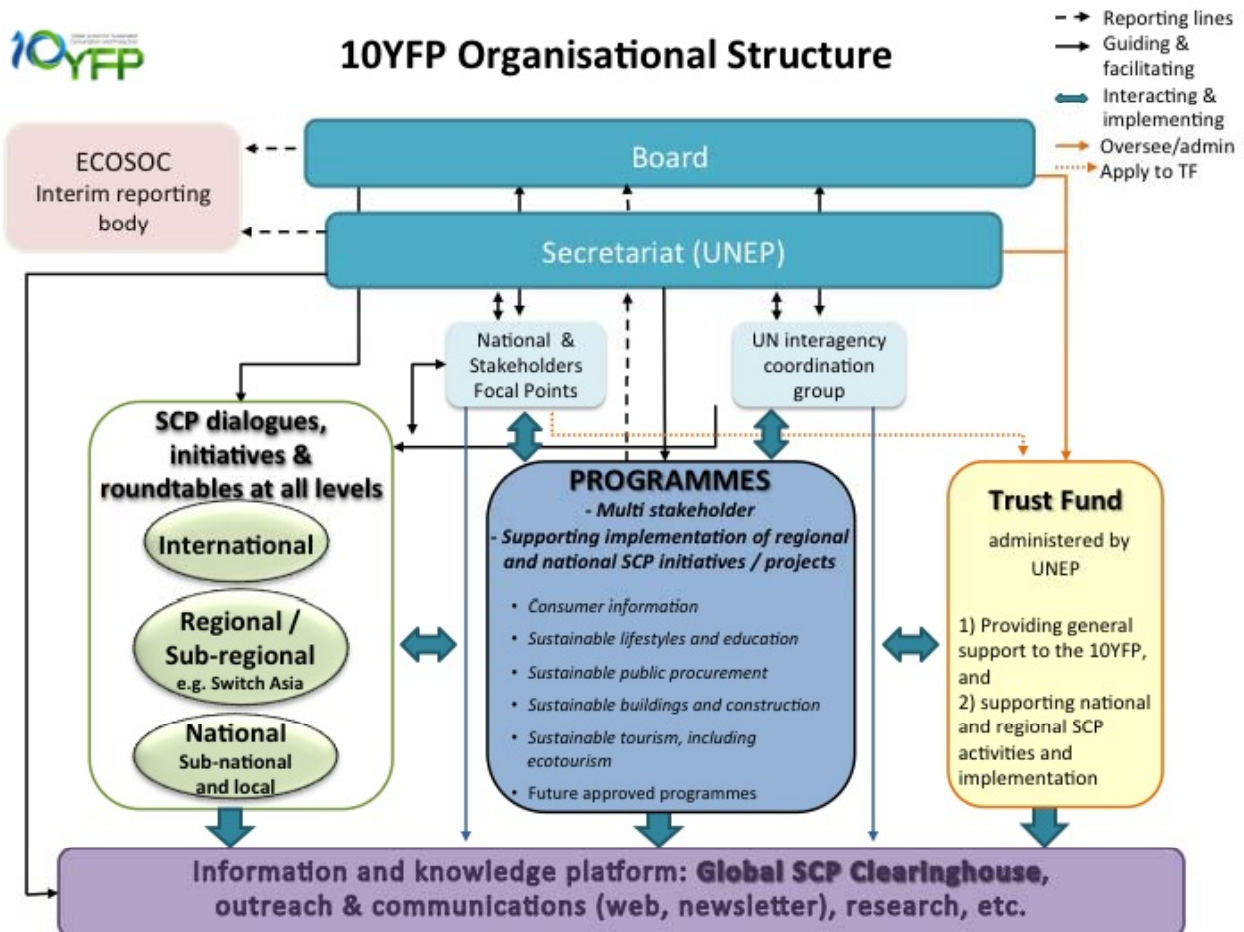
Why Sustainable Consumption and Production?



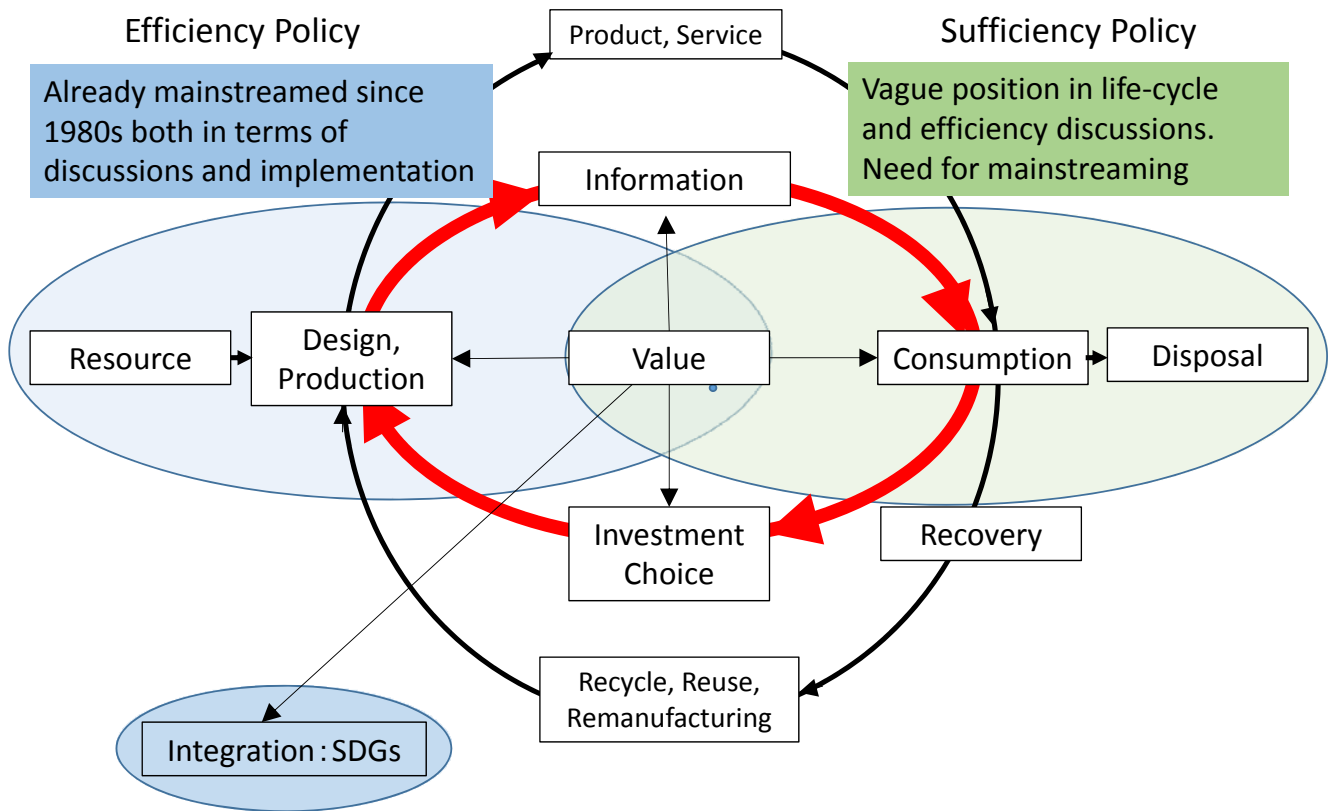
- Growth of Consumption by Urbanization and Expansion of the Middle Class
- Variety of Climate, Consumption Pattern, Industry, Infrastructure, Lifestyle, Religion
- Extension of Inequity and inequality

Global Discussions on SCP

- Rio+20
 - Sustainable Consumption and Production is a cornerstone of sustainable development.
 - The 10 Year Framework Programmes on SCP (10YFP) by UNEP
- Sustainable Development Goals (SDGs)
 - SCP is an important Goal



Realization of Regional SDGs by Reciprocal Drive and Integration of Consumption and Production

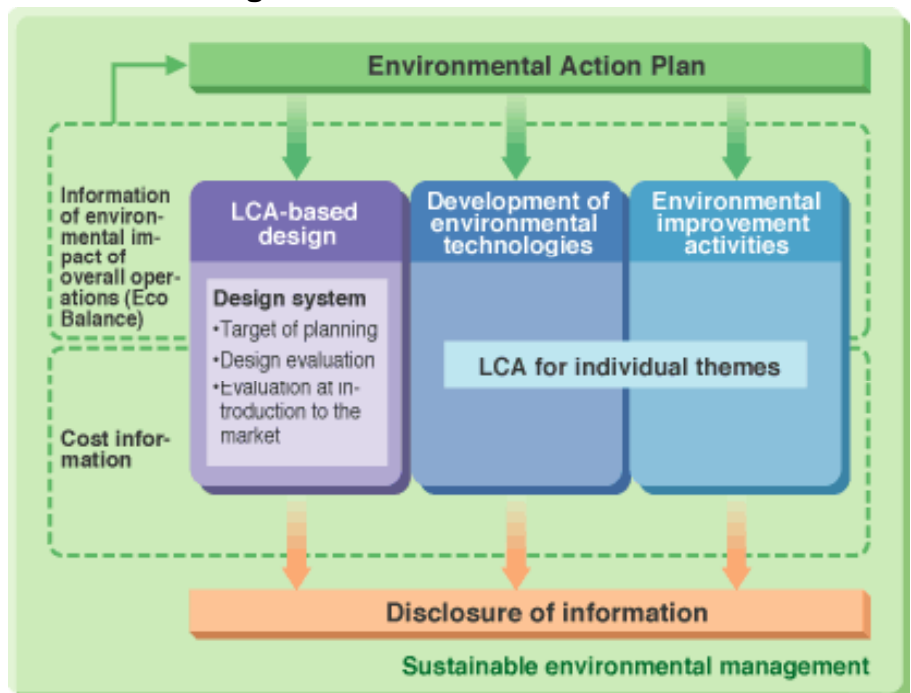


Japanese Practice in Production Side - Environmentally Concious Product Design -

RICOH

LCA-based Design

RICO₂RET (RICOH CO₂ REDUCTION & EVALUATION TOOL) is developed and applied to collect data of supplier and utilize the data to ECD.



Japanese Practice in Consumption Side - Green Purchasing -

- **Government:** Law on Promoting Green Purchasing
 - The National Government takes initiative in promoting procurement of reproduced products
- **Consumer:** Environmental Labeling
 - Labeling on Environmentally Preferable Products: EcoMark (Type I)
- **Company:** Green Purchasing Network (NPO)
 - Open Database of Environmentally Preferable Products



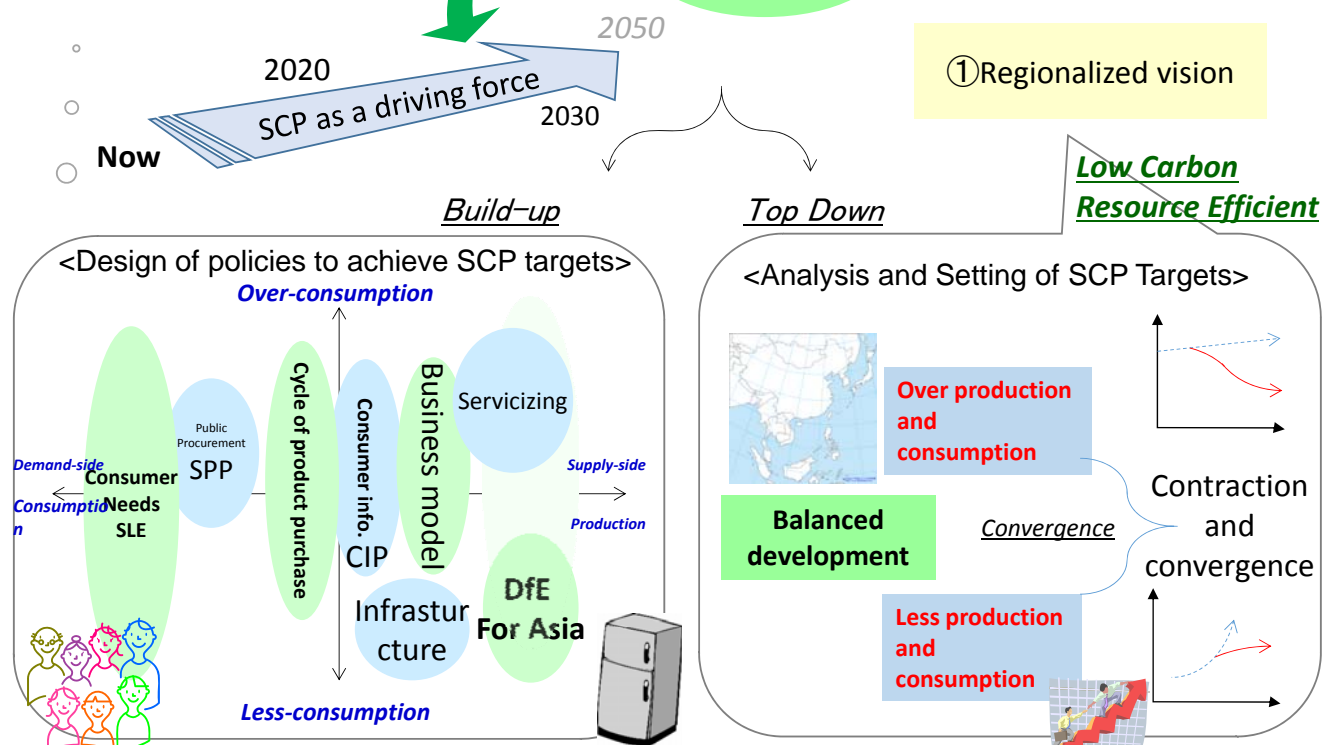
Towards Achievement of SCP in the Context of SDGs in Asia

② Proposal of enabling approach
(Analysis for realizing leap-frog and effective implementation)

Realization of SDGs in Asia

- One Planet Living Vision
- Increase in Happiness, well-being

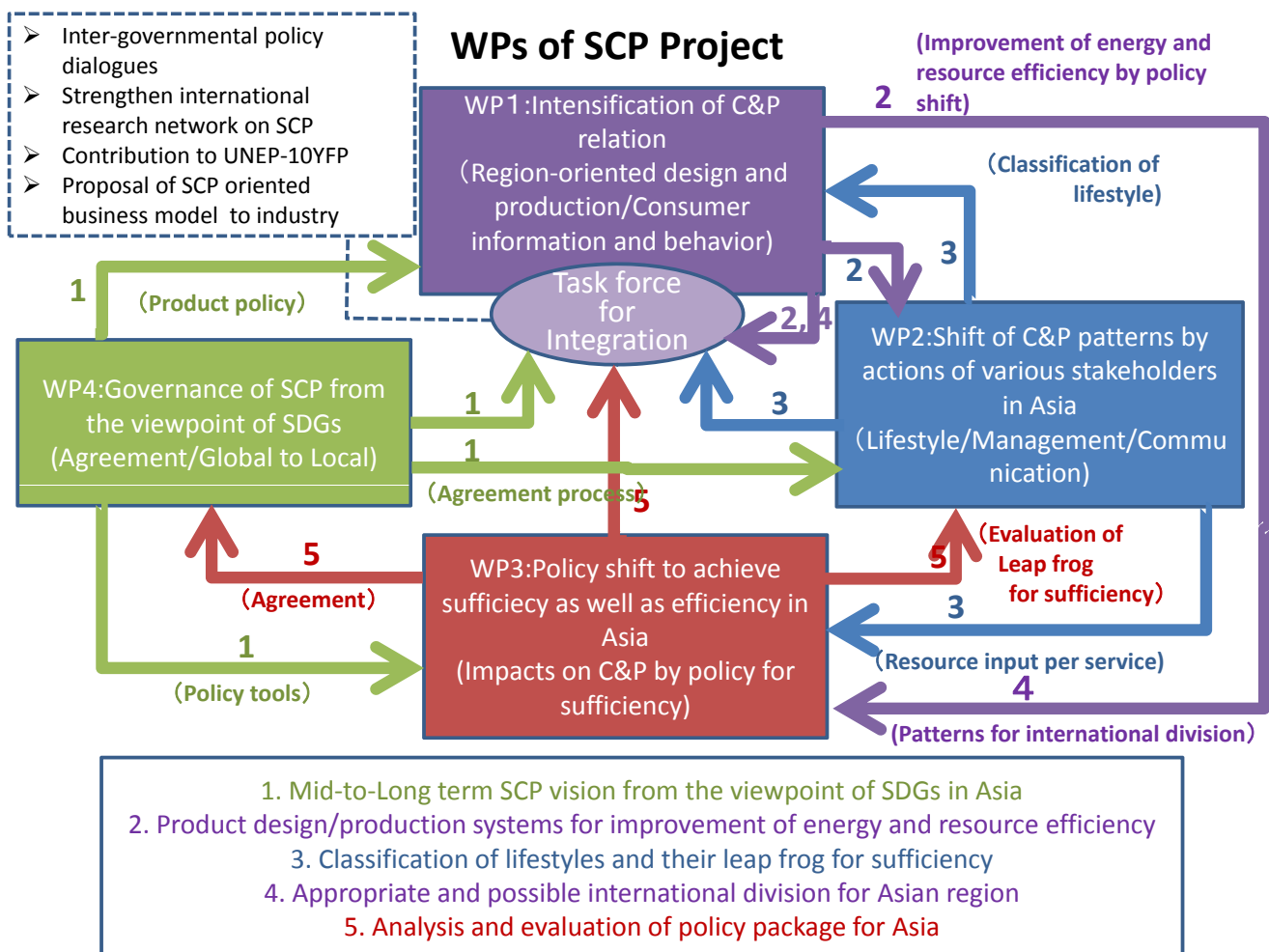
① Regionalized vision



Policy Design and Evaluation for Sustainable Consumption and Production Patterns in Asian Region

A newly launched transdisciplinary research program
Univ. of Tokyo, Keio Univ., Kyushu Univ., NIES and IGES

- SCP to achieve Sustainable Development or SDGs in Asia
 - To avoid “lock-in” to unsustainable patterns in emerging economies
 - To achieve social and economic sustainability within planetary boundaries
- Responding to over and less consumption to achieve SDGs
 - To have view point of “Equity and Equality”
 - To overcome over consumption, one planet living vision should be extended
 - To overcome less consumption, inter/intra-regional share of production chain should be considered
- Focusing on Asia and the Pacific
 - To clarify social images to be achieved for individual country/region by case studies and model analysis
 - To seek collaborative relations with other on-going SCP-related international research consortiums/projects



Final Remarks

- Establishment of SCP pattern, which does not force us to “Endure”, but let us realize “Sufficiency with Happiness, Equity and Equality”, must be attained.
- Policy making, implementation and collaborative practices for SCP by all stakeholders are needed to achieve SDGs.
- We launch a transdisciplinary research program for SCP, and invite all stakeholders to our discussions.