

How much is enough?

2012年5月24日

持続可能な消費の国際的取組



中原 秀樹
東京都市大学

+ Our framework for action: Policy-making for advancing sustainable societies



**Marrakech Process for
Sustainable Consumption and
Production**



Tackling the Hardware...

Achieving progress in the introduction of sustainable consumption and production issues into formal processes considering appropriate links to businesses, buildings, education, tourism, national action plans, eco-labelling, eco-design, etc.



**United Nations Decade on
Education for Sustainable
Development**

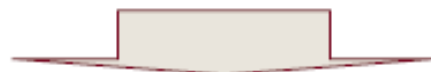


...and the Software

Engaging, encouraging and enabling actions to foster sustainable lifestyles and make them desirable –
UNESCO Bonn Declaration 2009



**International organizations (UNESCO, OECD...)
Civil society (e.g. Consumer Citizenship Network)
Private sector**



10-Year Framework of Programme on SCP (2010)

International, regional and national strategies for sustainable development



UNEP's approach and contribution



Environment for Development

Support change in lifestyles, consumer choices and behaviors

Business responsibility in producing « stuff » vs. goods & services with real value to society

Governments enabling framework, market instruments, incentives and measures, raising awareness

Promoting SCP and ESC at the international level: Marrakech Process on SCP



Oslo Declaration on Sustainable Consumption

Oslo, Norway, 12 February 2005

The Challenge

The future course of the world depends on humanity's ability to provide a high quality of life for a prospective nine billion people without exhausting the Earth's resources or irreparably damaging its natural systems. It was on the basis of this recognition that the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002 called upon the international community to work toward improving global living conditions and to "encourage and promote the development of a ten-year framework of programs on sustainable consumption and production (SCP) in support of regional and national initiatives to accelerate the shift towards SCP."

Sustainable consumption focuses on formulating equitable strategies that foster the highest quality of life, the efficient use of natural resources, and the effective satisfaction of human needs while simultaneously promoting equitable social development, economic competitiveness, and technological innovation.

「持続可能な消費とは、人類にとって必要な自然資源を効率的に使用しながら、生活の質の向上と幸福を目指すために必要な社会・経済・技術の変革を行うことである。」

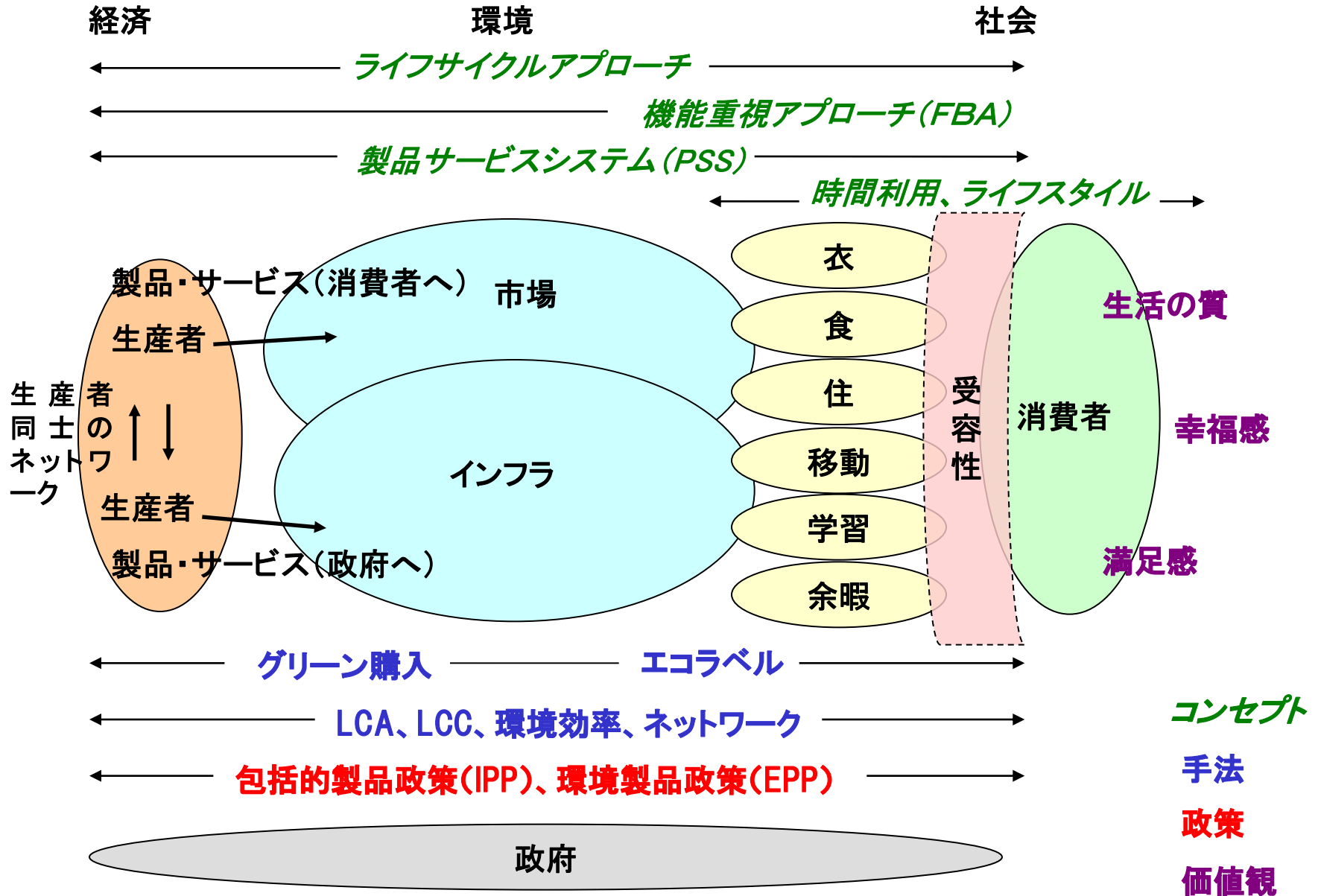
2006年6月30日までに39カ国280名の研究者がオスロ宣言に署名。

Signed by:

Participants of the Oslo workshop (in alphabetical order)

1. Adriana Budeanu, International Institute for Industrial Environmental Economics, Sweden
2. Karl-Werner Brand, Technical University of Munich, Germany
3. Maurie Cohen, New Jersey Institute of Technology, United States
4. Eric Drissen, National Institute of Public Health and the Environment, The Netherlands
5. Frida Ekström, University of Oslo, Norway
6. Adriana Zacarias Farah, United Nations Environment Program, France
7. Chris Foster, Manchester Business School, United Kingdom
8. Dabo Guan, University of Leeds, United Kingdom
9. Andrea Gunneng, University of Oslo, Norway
10. Erling Holden, University of Oslo, Norway
11. Edgar Hertwich, Norwegian University of Science and Technology, Norway
12. Patrick Hofstetter, BAO - Büro für Analyse & Ökologie, Switzerland
13. Atsushi Inaba, National Institute of Advanced Industrial Science and Technology, Japan
14. Mikko Jalas, Helsinki School of Economics, Finland
15. Kristian Juric, Institute of Ecology and Conservation Biology, Austria
16. Michael Kuhndt, Wuppertal Institute, Germany
17. Katarina Korytarova, Institute of Environmental Science, The Netherlands
18. Charlotte Leire, International Institute for Industrial Environmental Economics, Sweden
19. Sylvia Lorek, Sustainable Europe Research Institute, Germany
20. Ilmo Mäenpää, University of Oulu, Finland
21. Lars Mortensen, European Environment Agency, Denmark
22. Hideki Nakahara, Musashi Institute of Technology, Japan
23. Ari Nissinen, Finnish Environment Institute, Finland

持続可能な生産と消費のコンセプト





Global Survey on Sustainable Lifestyles



Explore



- How do young adults (18-35) from different cultures perceive, picture and shape sustainable lifestyles?
- How can we build on their experience, creative ideas and values to implement policies and send messages on sustainability that are respectful of their reality and socio-cultural identities?



How do we live sustainable?
Global survey on Sustainable lifestyles

START
OR DOWNLOAD

Produce



- **A cross-cultural report** with recommendations on developing new solutions and on communicating on sustainable lifestyles
- **New networks on sustainable lifestyles**
- **An original approach** replicable in many countries
- **A greater visibility of the Marrakech Process** on Sustainable Consumption and Production



Joel Bacha
UNESCO Beijing
Cluster Office for China,
DPRK, Japan, Mongolia
and the Republic of Korea

Regional ESC Policy and Its Strategy in Northeast Asia

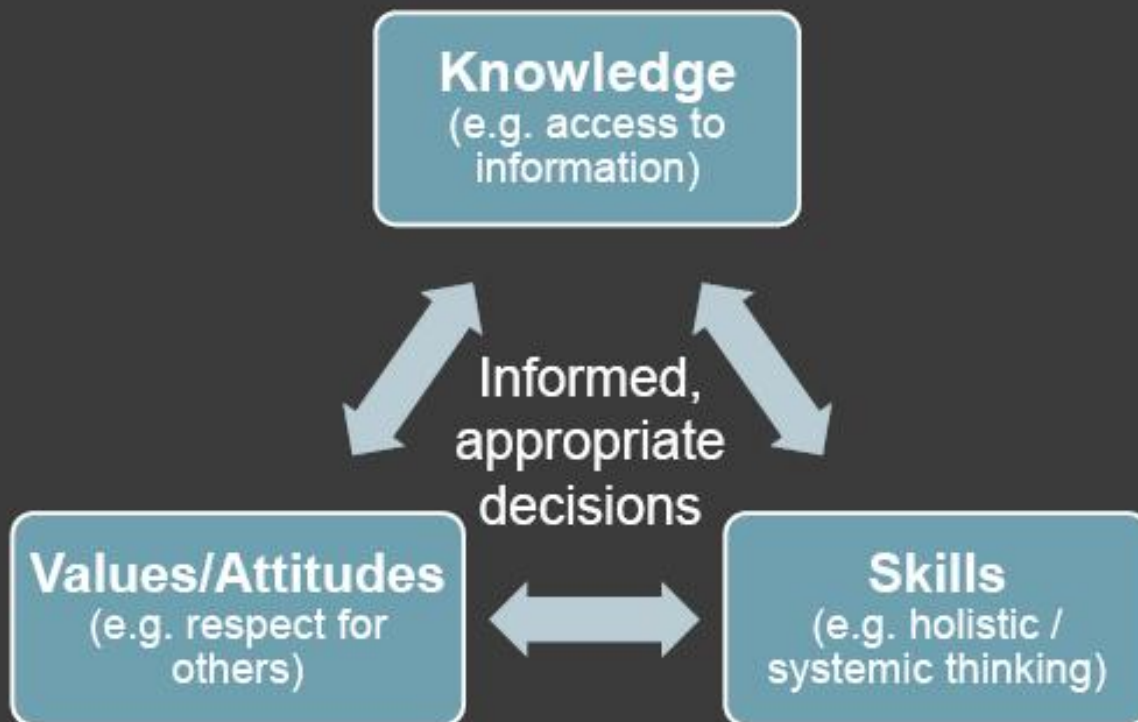
**The Regional Workshop on Education for
Sustainable Consumption in China, Japan
and the Republic of Korea**

**16-17 July 2009
Beijing, China**



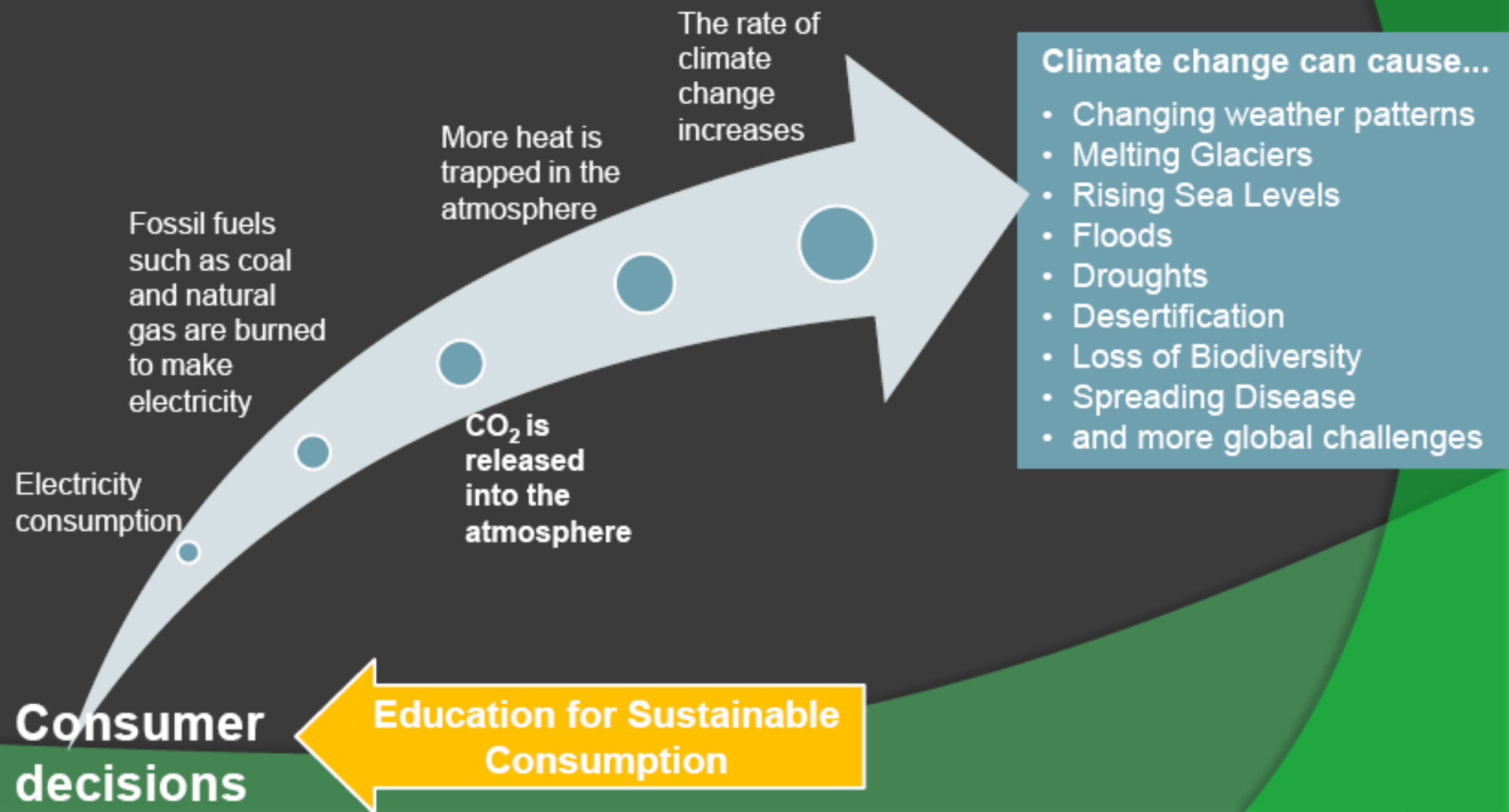
United Nations
Educational, Scientific and
Cultural Organization

Consumer Choices



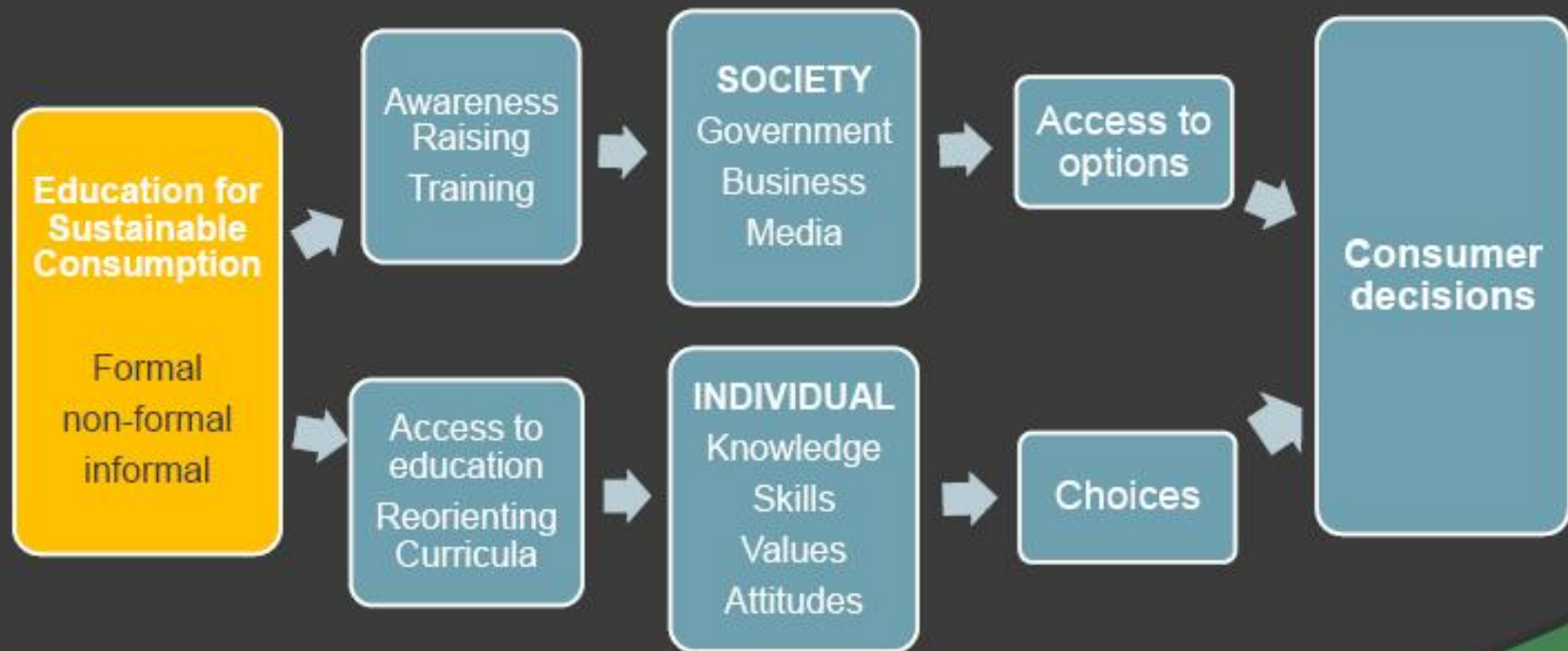
Sustainable Consumption:

Thinking holistically



Sustainable Consumption:

Policy strategies for what?





“持続可能な消費に向けた教育こそが持続可能な開発のための教育のテーマであり、責任ある行動をとれる市民と消費者を育成するために欠かせないものである。

経済的社会的正義に基づいたライフスタイル、食品の安全性、生態系統合、持続可能な生活、全ての命への敬意、社会統合と民主主義そして集団行動を育成する価値観、がその教育内容である。”

UNESCO-DESD, Bonn Declaration, April 2009

(UN DESD strategy 2010-2014)

Consumer Citizenship Education in the EU

Victoria W. Thoresen
Partnership for Education and
Research
about Responsible Living
Hedmark University College,
Norway



責 任

Responsibility

環境意識

Environmental
concerns

消費者の権利
Consumer Rights



Consumer
Citizenship



消費者市民

消費者の権利

1962年ケネディが提唱した「消費者4つの権利」

- 安全を求める権利
- 知る権利
- 選ぶ権利
- 意見を聴いてもらう権利



1975年ジェラルド・R・フォードによって、

- 消費者教育を受ける権利

が追加され、「消費者5つの権利」と呼ばれるようになる。

現在は、1980年に国際消費者機構(CI)が追加した、

- 生活の基本的ニーズが保障される権利
- 救済を求める権利
- 健康な環境を求める権利

を含め、「消費者8つの権利」と呼ばれている。

Over time, the consumer movement has developed this vision into a set of eight basic consumer rights which now define and inspire much of the work CI and its members do

- The right to satisfaction of basic needs - To have access to basic, essential goods and services: adequate food, clothing, shelter, health care, education, public utilities, water and sanitation.
- The right to safety - To be protected against products, production processes and services which are hazardous to health or life.
- The right to be informed - To be given the facts needed to make an informed choice, and to be protected against dishonest or misleading advertising and labelling.
- The right to choose - To be able to select from a range of products and services, offered at competitive prices with an assurance of satisfactory quality.
- The right to be heard - To have consumer interests represented in the making and execution of government policy, and in the development of products and services.
- The right to redress - To receive a fair settlement of just claims, including compensation for misrepresentation, shoddy goods or unsatisfactory services.
- The right to consumer education - To acquire knowledge and skills needed to make informed, confident choices about goods and services, while being aware of basic consumer rights and responsibilities and how to act on them.
- The right to a healthy environment -To live and work in an environment which is non-threatening to the well-being of present and future generations

国際消費者機構(CI)の 「8つの権利と5つの責任」(1982年)

▼8つの権利

- ①生活のニーズが保障される権利
- ②安全を求める権利
- ③知る権利
- ④選ぶ権利
- ⑤意見を聴いてもらう権利
- ⑥補償を受ける権利
- ⑦消費者教育を受ける権利
- ⑧健全な環境の中で働き生活する権利

▼5つの責任

- ①批判的意識を持つ
- ②主張し行動する
- ③他者・弱者への配慮
- ④環境への配慮
- ⑤団結・連帯

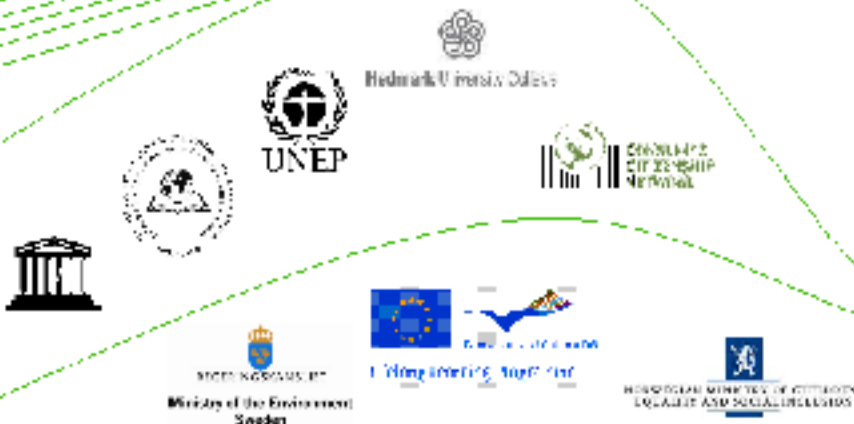
Social responsibility: 7 core subjects



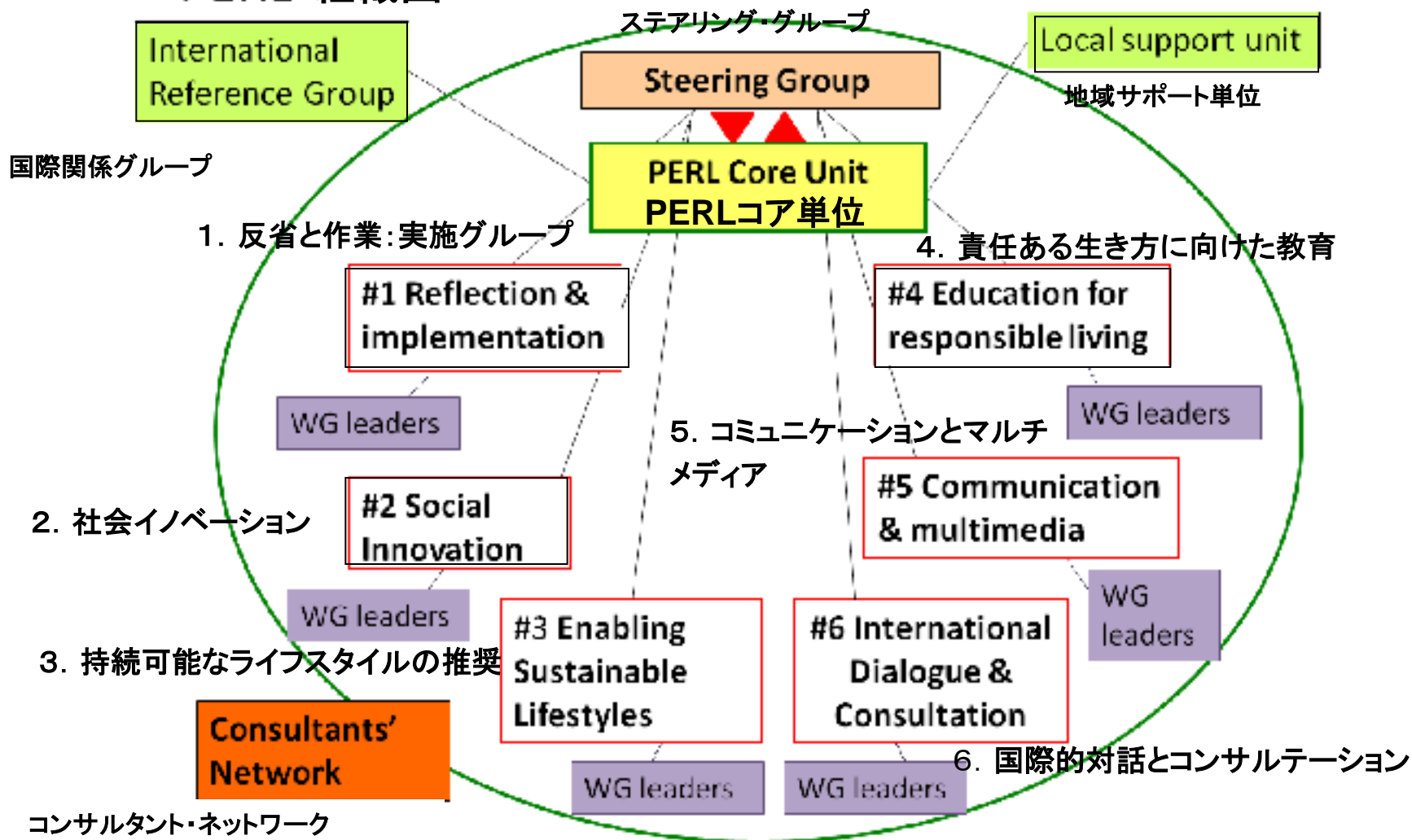
PERL IS A PARTNERSHIP OF RESEARCHERS, EXPERTS, EDUCATORS AND PRACTITIONERS, AWARE OF THE URGENT NEED FOR INDIVIDUALS AND SOCIETY TO SIGNIFICANTLY RETHINK AND REORIENT THE CHOICES THEY MAKE AND THE MANNER IN WHICH THEY LIVE THEIR LIVES IN ORDER TO REDUCE THE NEGATIVE IMPACTS OF CLIMATE CHANGE AND FINANCIAL INSTABILITY, ENSURE MORE JUST DISTRIBUTION OF RESOURCES AND FOSTER SUSTAINABLE, DIGNIFIED HUMAN DEVELOPMENT FOR ALL.

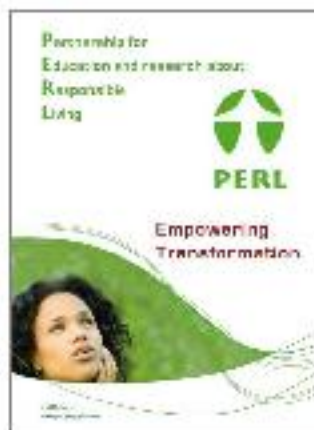


- ・社会イノベーションと責任の研究
- ・新しい生活を手掛ける協力共同体に可視性を与える
- ・持続可能な消費に関する研究推進
- ・消費者市民意識の促進
- ・持続可能なライフスタイル推奨と持続可能な消費のための教育の推進



PERL 組織図

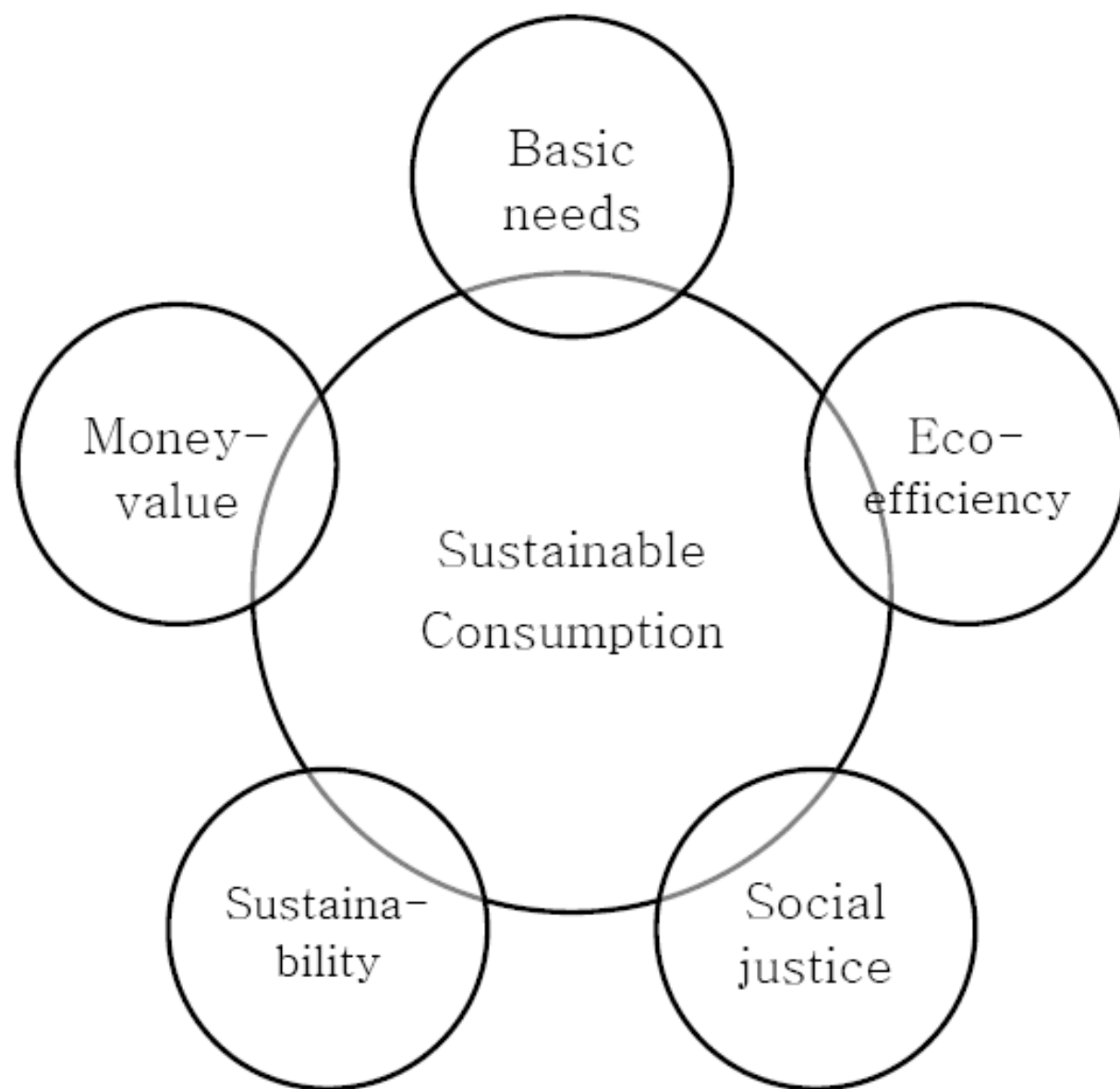




日本、モーリシャス、メキシコのケーススタディ 持続可能な消費のための教育実施の進捗



Consumerism in SC



Background of Implementation of Sustainable Consumption in China

- Chinese government Proposes full-range scientific development view.

- Consumption view of Chinese people is changing.

Sustainable Consumption In China

- Income level of Chinese residents is improved and consumption structure is upgraded.

- Sustainable consumption theories is researched deeply in China and green public procurement is practiced.



Tools for Implementation of Sustainable Consumption

1

**China
Environmental
Labeling
Program**

2

**Public Green
Procurement
Systems**



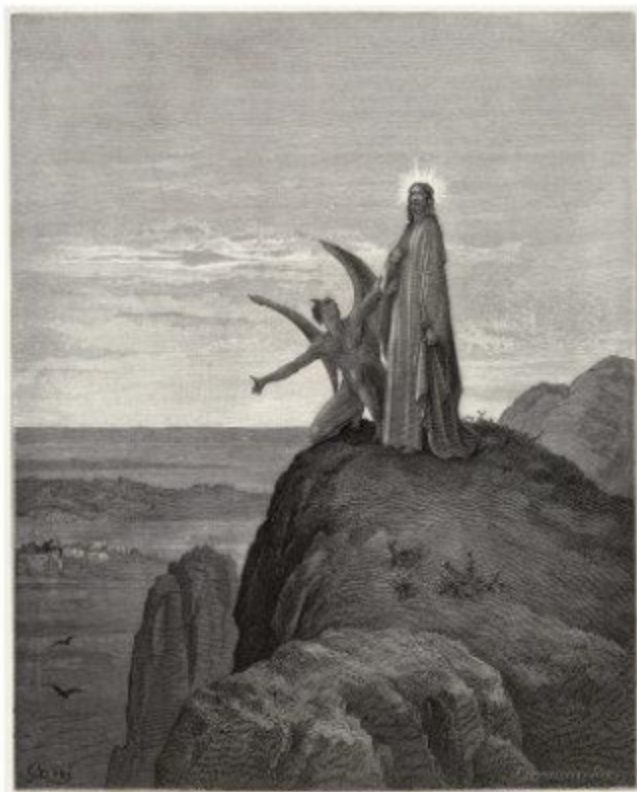
3. Recycling of textbooks in schools



Challenge to ESC

*How to Educate for
Sustainability In an
Unsustainable World?*

Western Wisdom——Refuse the temptation



Once again, the devil took him to a very high mountain, and showed him all the kingdoms of the world in their glory. 'All these', he said, 'I will give you, if you ,will only fall down and do me homage.' But Jesus said, 'Begone, Satan! Scripture says, "You shall do homage to the Lord your God and worship him alone."' — —The Temptation by Satan

Matthew, New Testament, Bible

Eastern Wisdom——Benevolence



Tradition Value

- 锄禾日当午
- 汗滴禾下土
- 谁知盘中餐
- 粒粒皆辛苦

- Work hard by hoe at midday
- Sweating the soil.
- Do you know that grains come from?
- It's due to the hard work of the farmers.



Present Value



Where is the Way?



Consumers and ethical products

GSG Ethical Shopping App Demo

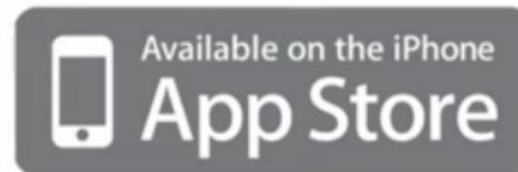
Share ▼ More info



**Friends of
the Earth**



www.ethical-company-organisation.org



Consumers and ethical products

Consumer spending on green and ethical goods grew from £1.4 billion in 1999 to £7 billion in 2009, according to the Co-operative, but research suggests that consumers want more information about what they are buying.

Consumer Reports launched their own iPhone app in 2010 to compare prices while shopping.

Consumers International works extensively on Ethical Trade and Sustainable Consumption.

Do you know the eight basic consumer rights?

iPhone apps for consumers: know your rights and ethical shopping (10 Feb 2011)

Two iPhone apps have been launched to guide consumers on their rights and to make ethical purchasing decisions.



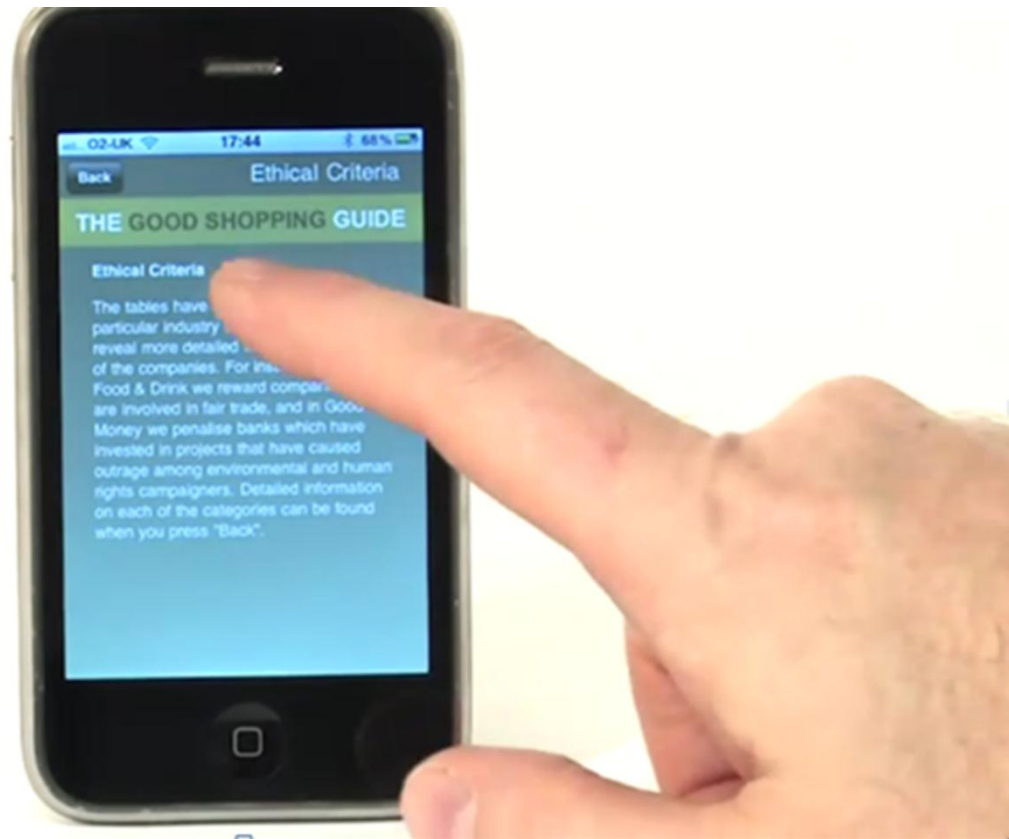
The app provides consumer advice for UK consumers in ten categories:

- consumer protection rules
- dealing with faulty goods
- flight delays and cancellations
- how to buy in sales
- how to cancel a contract
- online shopping and catalogue problems
- pricing disputes
- returning unwanted gifts
- understanding the Consumer Credit Act
- understanding the Sale of Goods Act



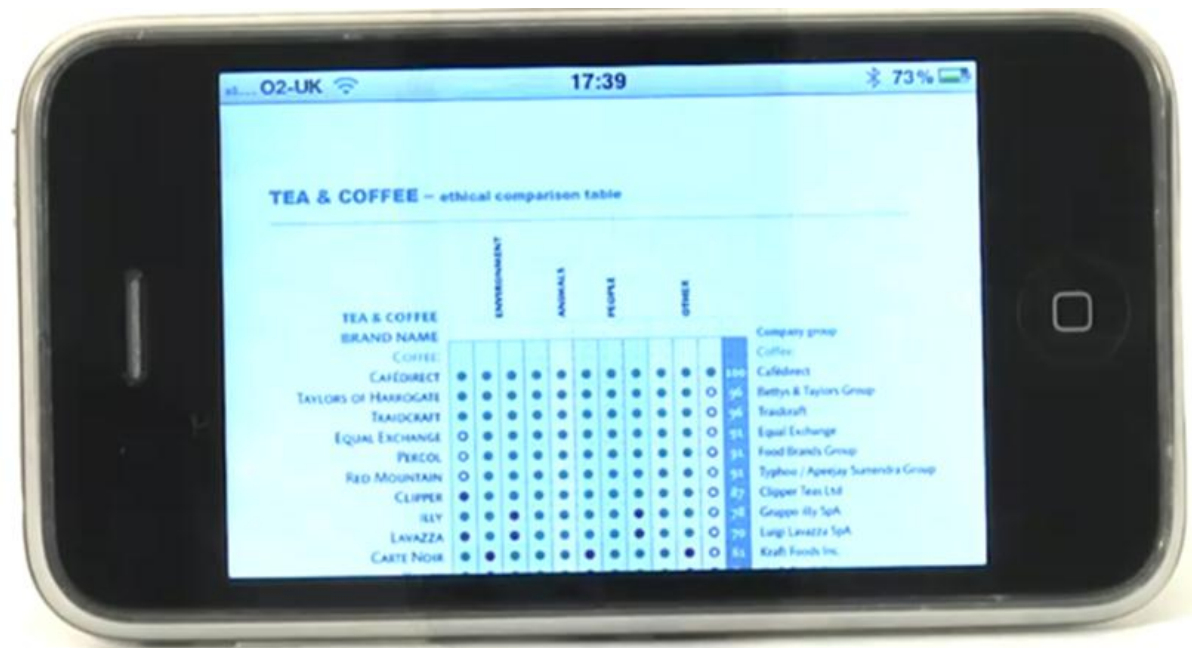
'The Good Shopping Guide' app:

- includes ECO's ethical ratings on over 700 brands from fridges to printers
- provides information on how to green your business
- provides information on how to improve the ethical footprint of your office (covering office equipment, energy suppliers, travel, banking, insurance and office supplies such as tea and coffee)
- costs £2.99 to download, with 10% of the net revenue going to the Friends of the Earth charity



How 'The Good Shopping Guide' app works

1. A consumer chooses a category and then can choose a product from there, such as coffee.
2. Then the consumer is able to compare the Ethical Company Index (ECI) of different brands of coffee. The scores are rated from a possible 100 points.
3. Summary tables are also available, ranking products as 'the good, the bad and the ugly' in categories relating to the environment, human rights and animal welfare.



'The Good Shopping Guide' app is broken into seven categories

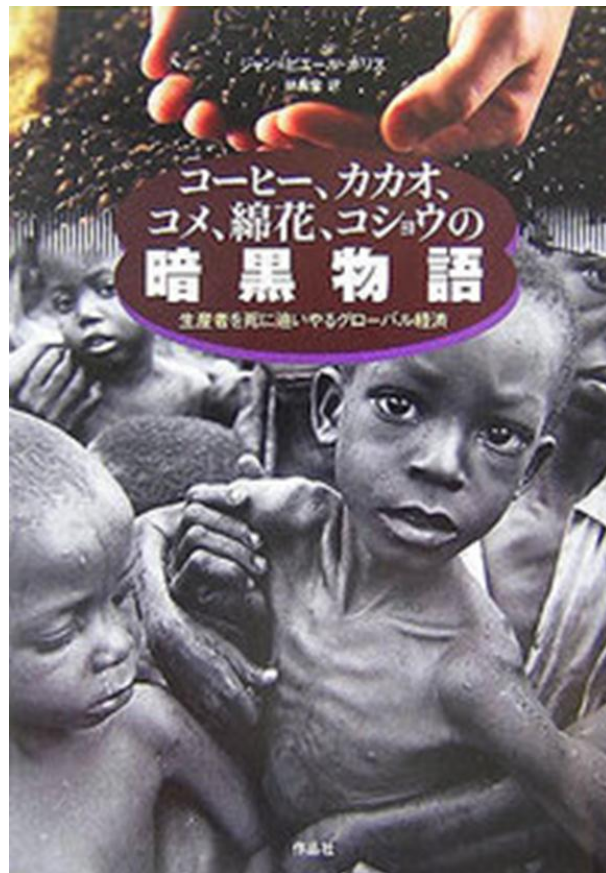
- home and office
- food and drink
- health and beauty
- travel
- energy
- fashion
- money



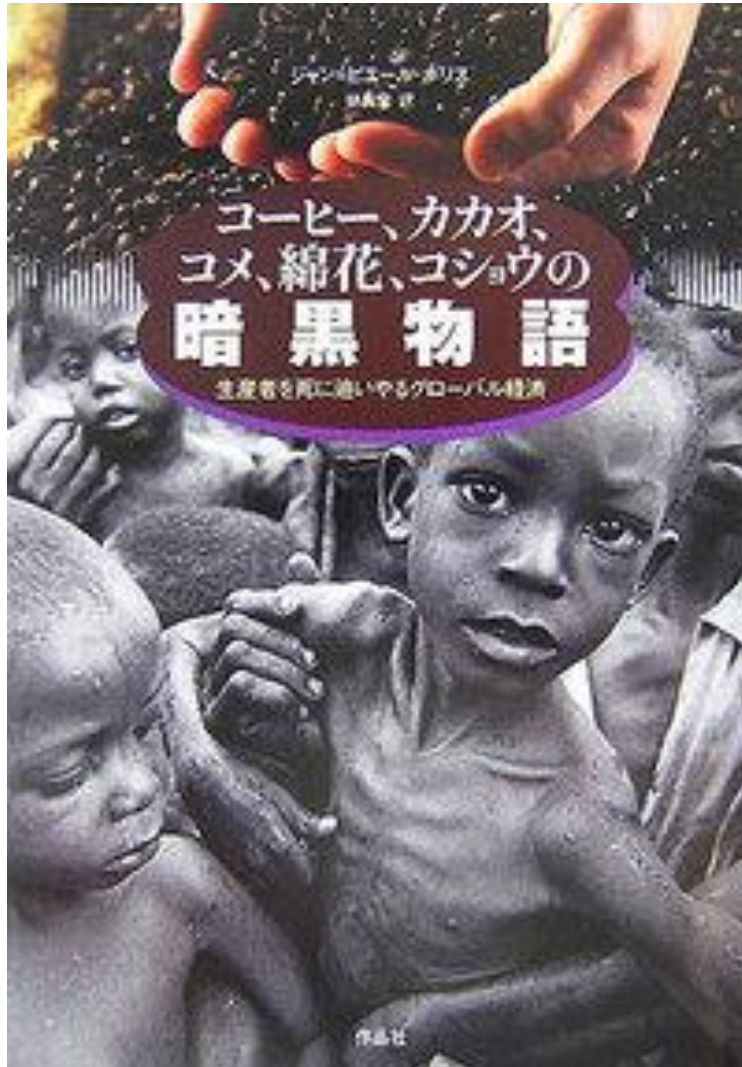
倫理的消費とは？

- エコ（環境に優しい） vs フェア（人に優しい）
- 消費者は環境にやさしいつもりでも、環境や人にとって本当に優しいとは限らない（キットカットとヤシの実石鹼2010）
- 倫理的行動・フェアな行動とはステークホルダーの中でも弱者をエンパワーする行動（渡邊龍也）
vs 消費者のコスト負担（生協の中国産毒入りギョーザ事件2008）
- 変革志向消費 vs 自己満足的消費（何かいいことした気分）

変革志向消費vs自己満足的消費 (何かいいことした気分)



コーヒー、カカオ、米、綿花、コシウの暗黒物語—生産者を死に追いやるグローバル経済 (Jean-Pierre Boris2005)



- 大げさな宣伝に反して、フェアトレード商品の流通量がとても少ないこと
- 末端の生産者への経済的恩恵が少ないこと
- フェアトレードは、最も貧しい惨めな人たちを支援しているという誤解を与えていること(実際には団結したり組合を作る能力のある生産者を支援している。)
- “もう一つの世界”を宣伝するフェアトレード団体が、商品の販売を既存の流通経路に頼っていること
- フェアトレードの認定にお金がかかりすぎる事

紛争鉱物

A photograph showing several armed soldiers in a forest setting. In the foreground, a man wearing a camouflage shirt and a hat sits on the ground, holding a small object in his hand. Behind him, three soldiers are visible, each holding a rifle. The background is filled with dense green foliage and trees.

私たちの無関心や不注意が原因で、暴力を助長させている

武装グループはこの鉱物取引で、 巨額の資金を調達する

- 東コンゴの武装勢力はマフィアのように活動する。鉱山は武装勢力に管理され、利益をピンハネする。隣国、特にウガンダ、ルワンダへの国境を超える密輸経路も、すべて武装勢力により、管理されている。武装勢力は人々から鉱物を奪い、密輸し、利益をピンハネすることで、巨額の資金を得ている。
- 市民を脅し、裏切りを阻止するために、武装勢力が使う非人道的行為が、レイプや性的暴行である。
- 密輸された鉱物はアジアに向かい、タイ、マレーシア、中国、インドで精錬される。ここで世界中から集められた鉱物と混ざり、追跡が難しくなるが、不可能ではない。最終的に金と3Tは部品に加工され、世界中で愛用される製品になる。携帯電話、ブラックベリー、パソコン、iPod、ゲーム機、デジカメになる。

私たちの使う家電製品に

73
TA
180.95



タンタルは、電気を蓄積します。



タンゲステンは、
バイブレーション機能に使われ—

74
W
183.84

50
SN
118.710



スズは、
ハンダに使われます。



パソコンや携帯電話の中の
最も高価な金属です。

COMMIT TO BUY CONFLICT-FREE



紛争鉱物を含まない
製品を買おう。



ご静聴ありがとうございました
nakahara@tcu.ac.jp