

Acknowledgment of Support

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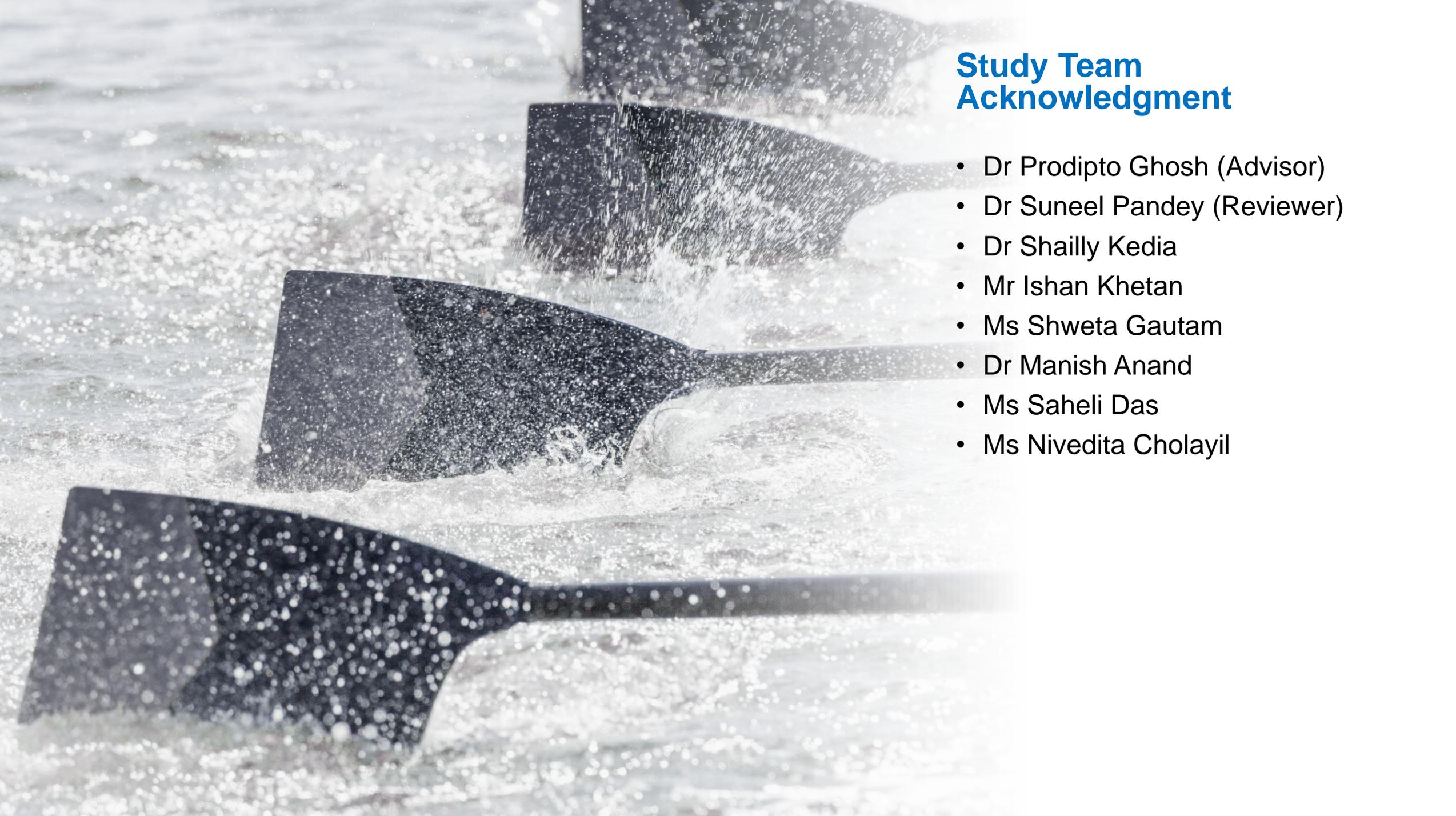
Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection

IKI
INTERNATIONAL
CLIMATE INITIATIVE



TATA CAPITAL
Cleantech Finance





Study Team Acknowledgment

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About the Study

Act4Earth

Launched at the WSDS 2022 valedictory session with an objective to drive ambitious and urgent action on climate change and sustainable development through knowledge, dialogue and capacity building. Act4Earth two components:

- COP Compass
- SDG Charter

SDG Charter: Contributes to more inclusive and ambitious policy frameworks towards green recovery policies and actions of governments that enhance environmental, social, and economic outcomes to build back better.

Study

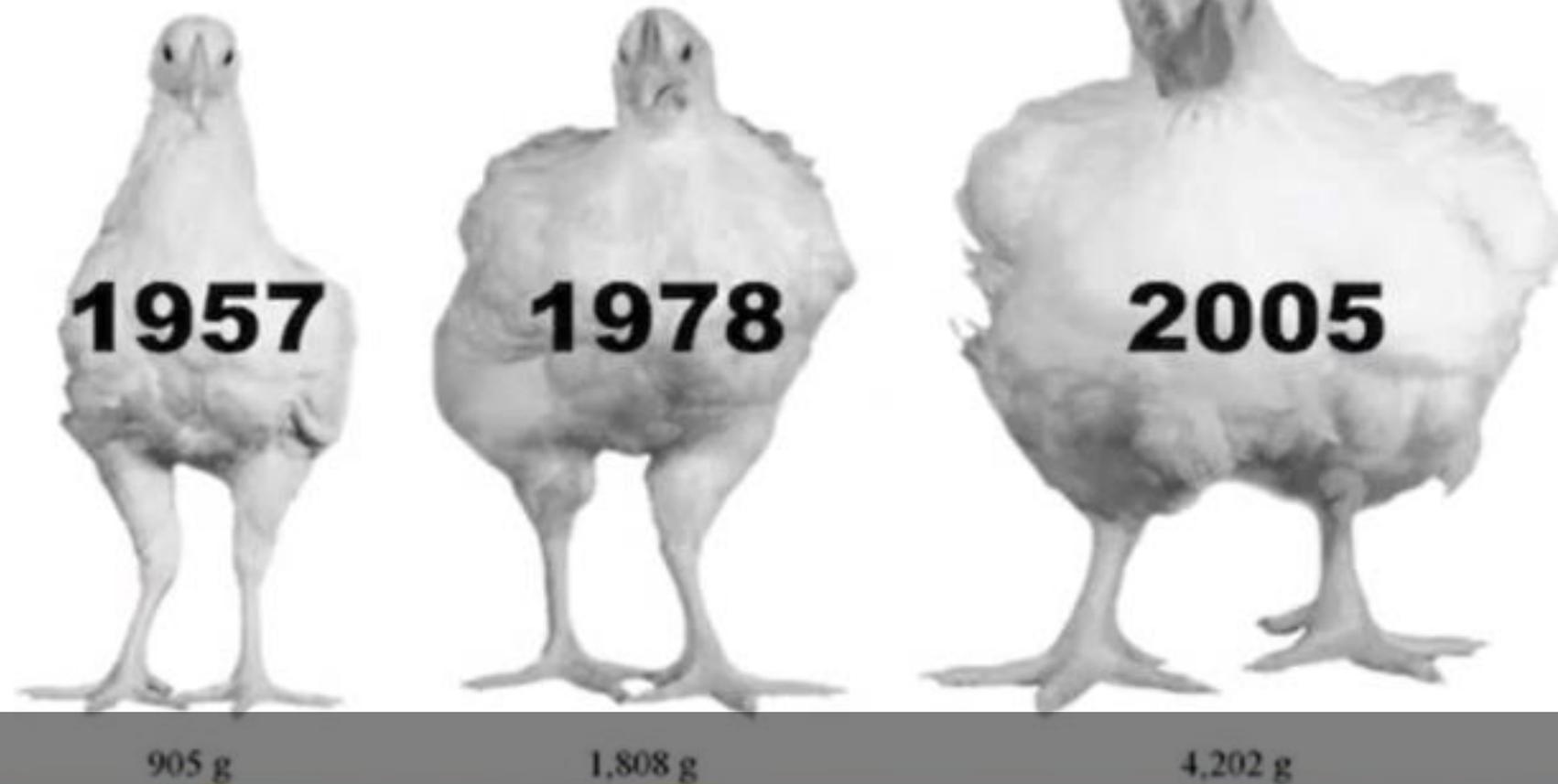
Rationale: Mainstream frameworks focus more on upstream and mid-stream components of sustainable consumption and production such as resource efficiency and circular economy

Objective: Contribute to framing of lifestyles and sustainable consumption and implications in terms of policy instruments, market instruments, awareness raising and social movements.

Scope: G20 countries

Images of Unsustainable Lifestyles and Consumption

Into which we place massively modified species.....



The Anthropocene Chicken

Bennett et al. 2018

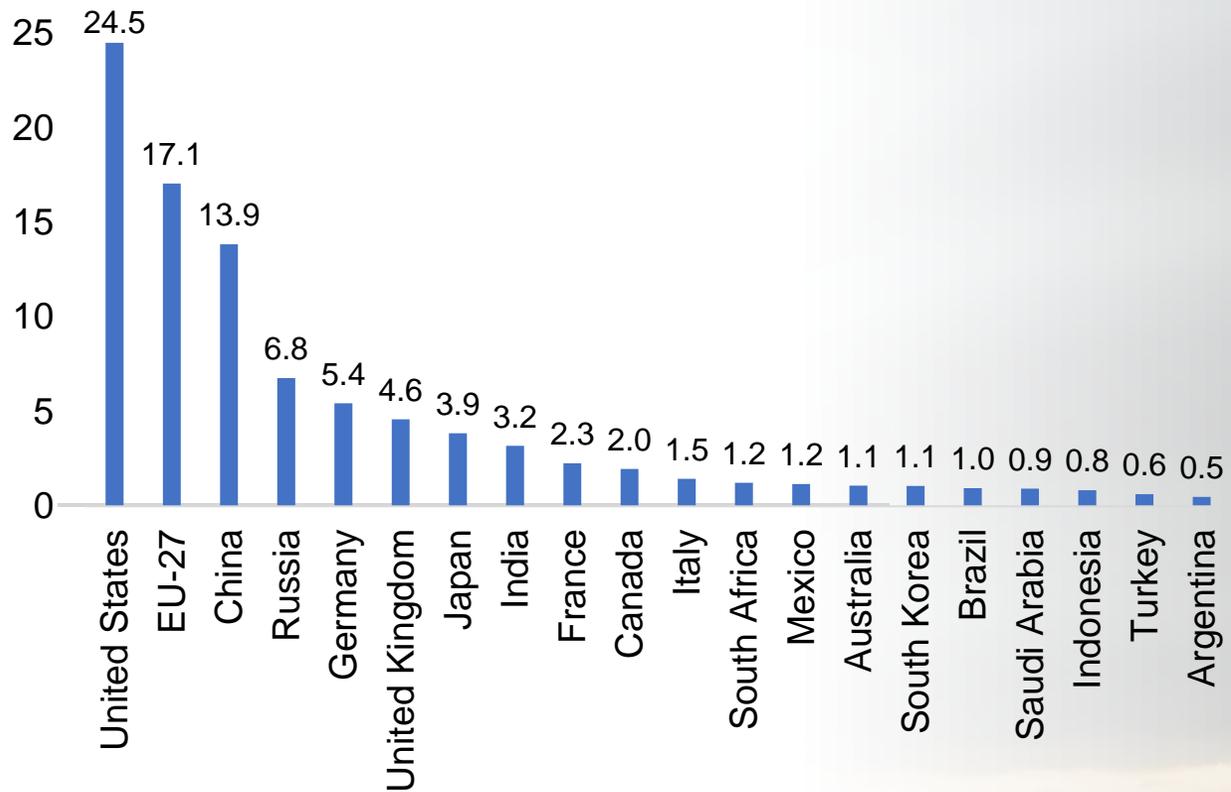
Images of Unsustainable Lifestyles and Consumption



Anthropocene Novel Entities

Need for Equitable Consumption and Lifestyles

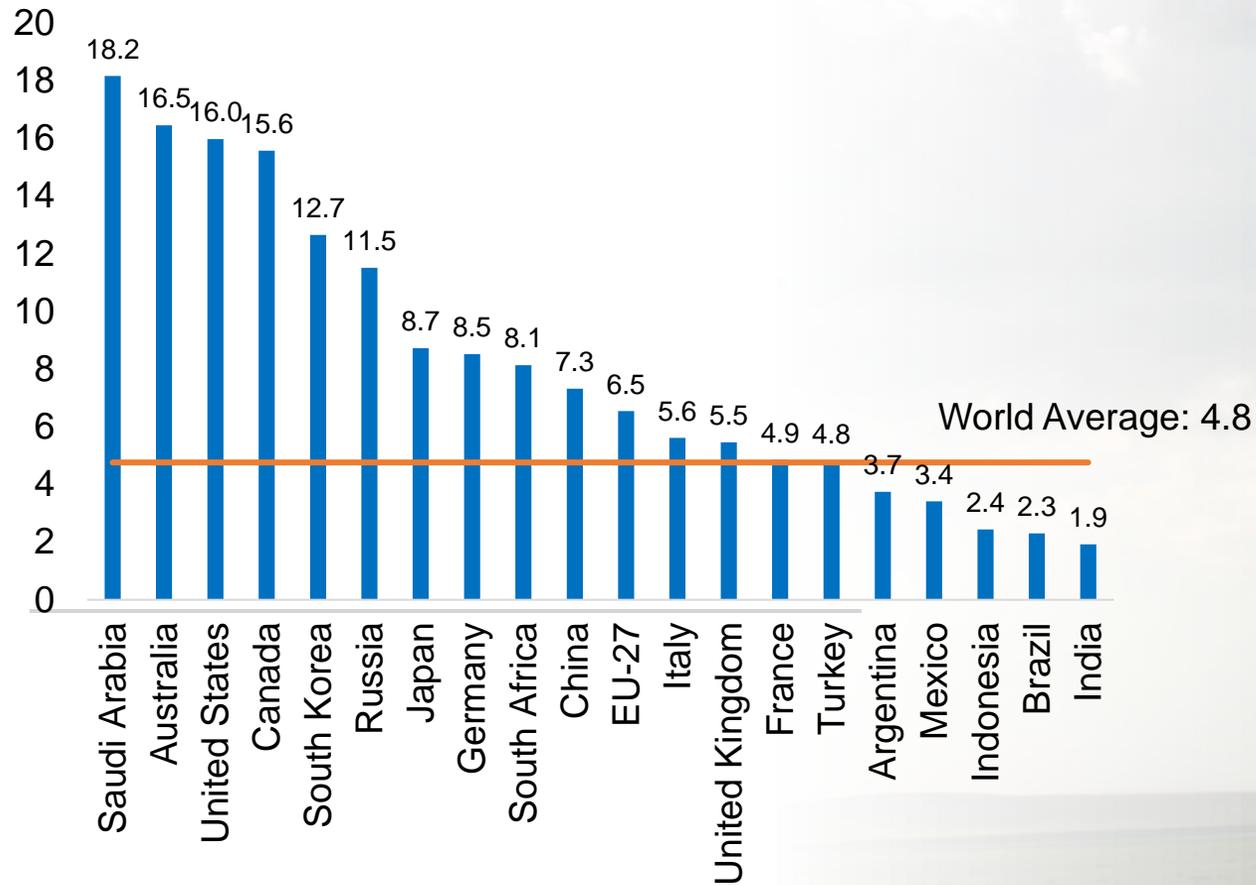
Cumulative CO₂ emissions for G20 countries and EU-27
(% of World Total), 1850-2020



Source: Based on Our World in Data based on the Global Carbon Project

Need for Equitable Consumption and Lifestyles

CO₂ emissions per capita for G20 countries and EU-27
(tonnes per person), 1850-2020



Source: Based on Our World in Data based on the Global Carbon Project

Policy relevance

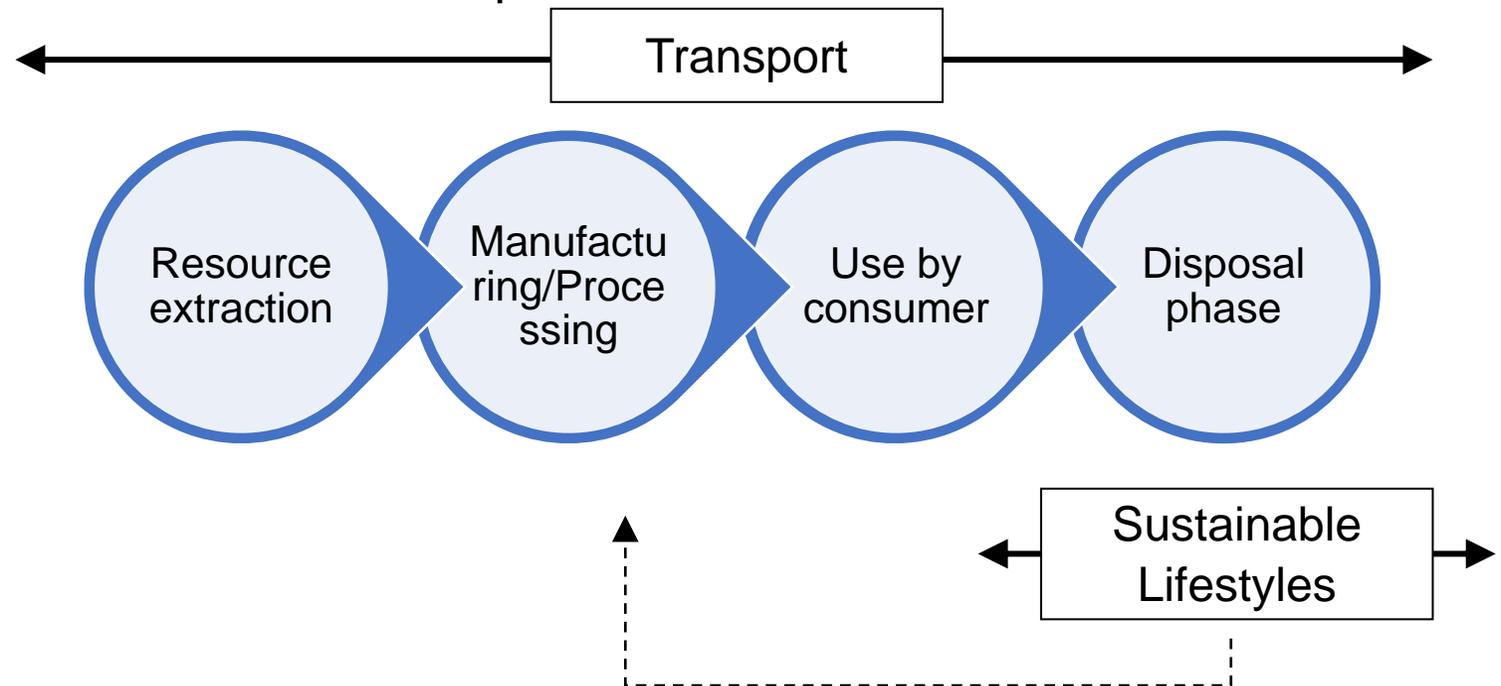
- Unsustainable patterns of production and consumption and Agenda 21
- SDG 12 seeks to advance responsible consumption and production
- Lifestyle for the Environment – LIFE Movement - ‘habit and attitude’ are as much a part of the solution as technology and finance

Sustainable lifestyles

Individual **choices and attitudes** towards the consumption of goods and services to further human well-being while minimizing ecological footprint and waste to promote intragenerational and intergenerational equity for sustainable development

Related concepts

- Under-consumption
- Equitable consumption
- Fair Consumption



Framing Sustainable Lifestyles and Sustainable Consumption

Choices by whom?

- People – State/ governments
- Consumer – Markets
- Humans (embedded within planet earth)

The question of the choice of consumption goods (and their quantities) at a given level of income is typically framed in economics as a matter of consumer sovereignty

Social/ policy objectives under certain circumstances accepted by political choice may then trump consumer sovereignty - intoxicants may be banned, vaccination for contagious disease may be mandatory, and people may be taxed or given subsidies

Advertisement is a powerful tool to influence consumer choices



Governments



Markets



Planet Earth

Lifestyles and consumption index for G20



Food

Meat and dairy
production (tonnes/
capita)



Transport

Total final energy
consumption in
transport sector (TJ/
capita)



Residential

Total final energy
consumption in
residential sector (TJ/
capita)



Waste management

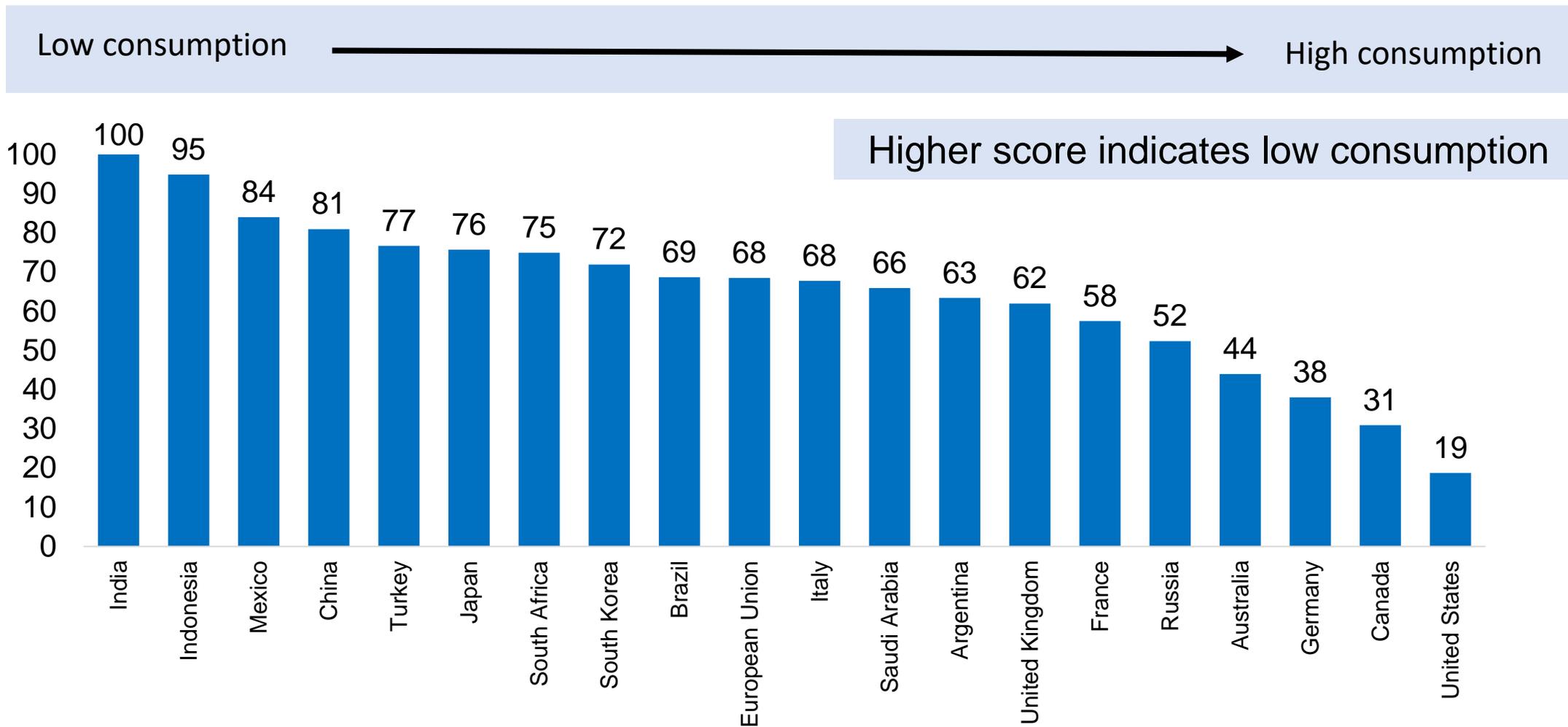
Plastic waste
generation (tonnes/
capita)

The choice of index is based on key sectors covered vastly in literature that contribute significantly to sustainable consumption on the downstream or end-consumer side.

The choice of these indicators is also constrained by data availability.

Normalization procedure: $x\text{-index} = [x - \min(x)] / [\max(x) - \min(x)]$

Lifestyles and Consumption Index for G20 Countries and EU



Based on UN (2019), Gapminder (v6) and HYDE (v3.2); FAO (2020); Eurostat (2018) in [OurWorldInData.org/meat-production](https://ourworldindata.org/meat-production); IEA World Energy Balances <https://www.iea.org/data-and-statistics/data-product/world-energy-statistics-and-balances>; IEA World Energy Balances <https://www.iea.org/data-and-statistics/data-product/world-energy-statistics-and-balances>; Jambeck et al (2015) in <https://ourworldindata.org/grapher/plastic-waste-generation-total>; Eurostat

Instruments - Transport

Policy Instruments

- **Taxation on fuel and high-fuel/emissions vehicles**
- Congestion charges
- Toll roads
- Government encouragement to participate in carbon emission trading schemes
- High parking fees
- Land use constraints
- **Investing in public infrastructure**
- Investment in research
- **Registration fees**
- **Emission and fuel efficiency standards**

Market Instruments

- Provision of eco-mobility and business models for car sharing
- Company logistics and contracts
- Withdraw fossil fuel intensive modes of transport
- Consumer reward schemes

Social instruments

- Campaigns on policy measures
- Advertisements
- Public awareness and campaigns

G20 countries can deploy more instruments including pricing instruments.



Instruments - Food

Policy Instruments

- Regulation of marketing of unhealthy food and drink
- **Critically test existing food-safety standards**
- Set goals for a zero or negative-effect food system
- Taxation on resource and carbon intensive food items
- Subsidies on food products with low emissions and environmental impacts

Market Instruments

- Withdraw inappropriate products
- Use of contracts and conditions to shape supply chains
- Consumer reward schemes
- Focused marketing on only healthy and sustainably produced foods
- **Labelling**

Social instruments

- Campaign for banning and pariah status of key products and processes
- Build cultural appeal for healthy diets from sustainable food systems
- Legislative change campaigns
- Campaign for alternative products

G20 countries can deploy more instruments including pricing instruments.



Instruments - Waste

Policy Instruments

- Product restrictions or bans
- Standards for recycled materials
- Bans/restrictions on landfill
- **Take back/ buy-back schemes**
- Tax benefits for recycled materials
- Landfill and incineration taxes

Market Instruments

- Deposit Refund Schemes
- Pay-as-you throw pricing for waste collection system
- Soft loans to construct waste disposal facilities
- **Labelling and certification schemes based in lifecycles approaches**

Social instruments

- Awareness generation and capacity building
- **Advisories and campaigns by not-for-profit organisations**
- Right to repair

G20 countries can deploy more instruments including pricing instruments.



Instruments - Residential

Policy Instruments

- **Appliance standards**
- **Building codes**
- Procurement
- Mandatory audits
- **Utility demand side management**
- **Mandatory labelling and certification**
- Taxes and tax benefits
- Subsidies
- Water harvesting schemes

Market Instruments

- Energy performance contracting
- Cooperative procurement
- **Energy efficiency certificate schemes**
- Pricing of water

Social instruments

- **Voluntary certification and labelling**
- Awareness raising, education and information campaigns
- **Billing disclosure programs**

G20 countries can deploy more instruments including pricing instruments.



Guiding Questions

What metrics can be used for measuring lifestyles and sustainable consumption? How can present indicator frameworks on SDG 12 be strengthened?

- SDG 12 indicators can have indicators related to downstream segment of resource value chains especially on the retail consumer and related instruments such as eco-labelling
- Data gaps need to be addressed

What are the implications in terms of the role of governments and policy instruments for the sectors of transport, residential buildings, food and waste management?

- Deployment of all types of instruments: command and control → market → voluntary

How can markets play a role in driving sustainable lifestyles specifically for the sectors of transport, residential, food and waste management?

- The role of responsible advertising remains to be tapped

What are the implications for India's leadership in making lifestyles and sustainable consumption a focus area for G20?

- Normative leadership to nudge countries to adopt a variety of instruments for sustainable lifestyles
- G20 working group, coalition of sustainable lifestyles, responsible advertising



Thank you