



United Nations
Seventh Session of the Open Working Group on SDGs
Session on Sustainable Consumption and Production
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United Nations Headquarters

Helio Mattar
President
Akatu Institute for Conscious Consumption
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What are the impacts of the present models of production and consumption ?



If the **same model of production and consumption**
were to be maintained
and
if all of humanity were to consume as the average
consumer of the most developed countries...



**one would need 5 planets to supply that
volume of consumption.**

**How important is the
consumption side of the
sustainability equation ?**

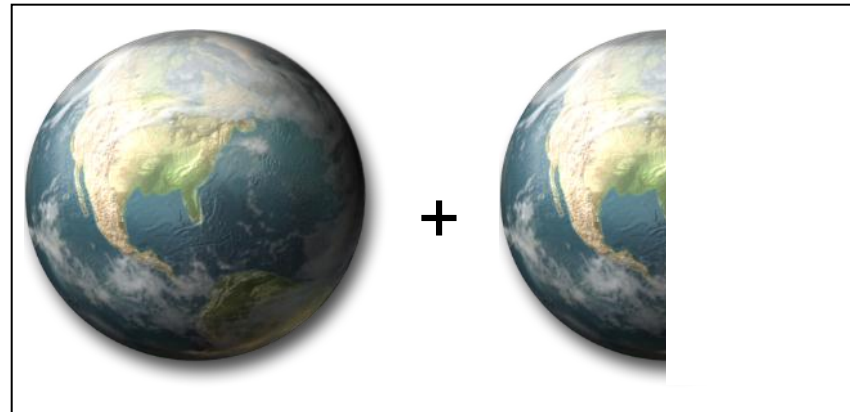


Consumption and the World population

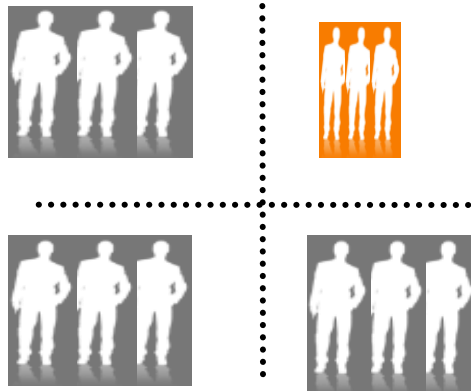


**In only 50 years: 2.2 times the population
and 6.0 times the consumption**

Sustainability of life on the Planet



Today the world already consumes
50% more renewable resources than the Earth
is able to regenerate



And that happens
when only **16%** of humanity
(**1 billion people**) consumes
78% of total consumption

Today's society is *unsustainable*

Socially unfair

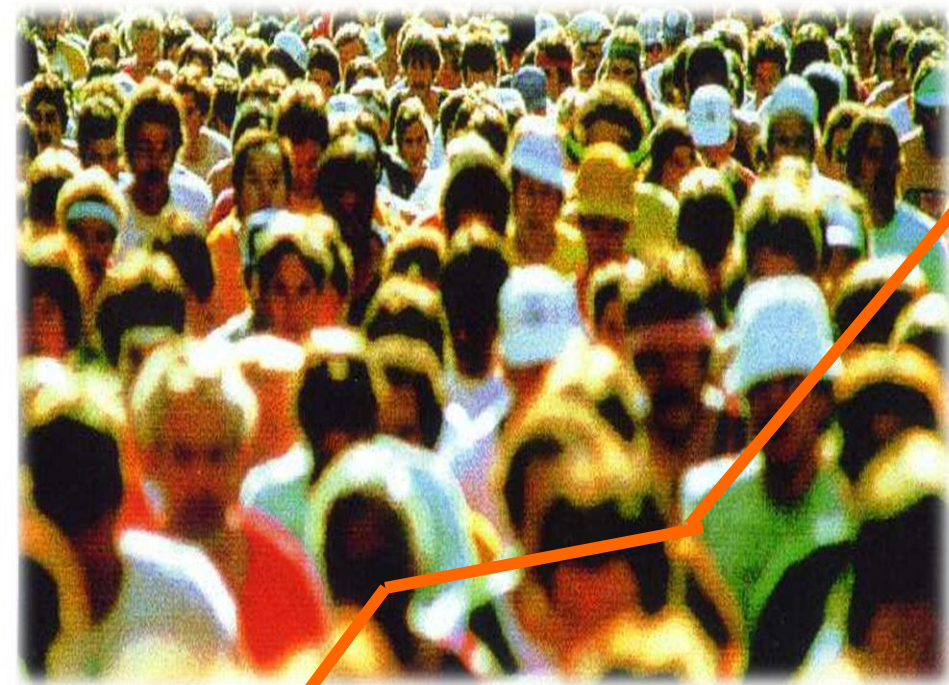
Environmentally unsustainable

Economically vulnerable

**How radical
the change must be?**

**And more important: how fast
that change must happen?**





**Around
150.000.000
people per year
are emerging
to the new middle class
=
3 billion in 20 years**

**What has to be done for 1 planet to suffice
in providing goods and services when the number
of mass consumers go from 1 to 4 billion in only 20 years ?**

**In order to serve 4 billion consumers
(starting from 1 billion), today's models of production
and consumption,
would require, in a period of ONLY 20 years,
a 75% reduction in the use of natural resources
per unit of product or service**

How to make this feasible?

Per US\$ 1 of production

Reduction of 23% in materials

Reduction of 21% in emmissions

Total consumption

Increase of 41% in materials

Increase of 39% in emmissions

This gain in resource productivity would imply radical changes in technology in:

- Buildings
- Industry
- Agriculture
 - Food
- Hospitality
- Transportation
 - Energy
- Energy – water relation
- Energy – material relation

For that to happen:

**Need for incentives and disincentives
to get prices “right”
(from an environmental point of view)
through eco-taxation and other instruments**

**which requires an “alliance of winners”,
that is a political coalition
among several countries in the world
who would gain in case of a more sustainable world**

Is that politically feasible?

It is very unlikely that such a political coalition would happen within the necessary time frame given that:

- in an unsustainable world, the economic and political power is in the hands of unsustainable sectors of societies, unlikely to work in favor of sustainability
 - this economic and political power is globally interconnected and totally pervasive into the national political arenas
- the time available for this radical transformation is only 20 years

The necessary elements in the sustainability equation



**The sustainability equation
necessarily involves =**

- (A) Radical changes in technology
(including CSR)**
- +**
- (B) Radical changes in Public Policy**
- +**
- (C) New consciousness of consumers
leading to new lifestyles**
- +**
- (D) Radically new set of products and services
to enable new lifestyles**
- +**
- (E) New organization of society
to enable new lifestyles**

**(C) New consciousness of
consumers
leading to new lifestyles**

**New consciousness of consumers
leading to new lifestyles**



Education of children and youth for sustainability

**Educational campaigns in favor of sustainability
directed towards consumers**



**requires pressure by civil society, including
enlightened businesses**

Less consumption?

No!!!

Consumers do not want sacrifices.



**Consumption must be different
not less**



Different (and very desirable) life styles

(D) Radically new set of products and services to enable new lifestyles

Attributes of new set of products and services

1. Durable **more than fast obsolescence**
2. Shared **more than individual use**
3. Full use **rather than waste**
4. Local **more than global**
5. Virtual **more than material**
6. Healthy **products and ways of living**
7. Sufficiency **rather than excess**
8. Experiences and emotion **more than tangible goods**
9. Cooperation **more than competition**
10. Responsible advertising **rather than provoking excess consumption**

=> Requires educated consumers and pressure from civil society in a dialogue with businesses and governments

(E) New organization of society (enabling new lifestyles)

1. **Shared value by companies to all stakeholders**
2. **Redistribution of time during the life of people in general towards a better balance of:**
 - work
 - personal education
 - spiritual development
 - family and friends relations,
 - creative leisure
3. **Gradually reduced and redistributed global workload**

=> Requires educated citizens and pressure from civil society in a dialogue with businesses and governments

Sustainability and a new paradigm for society



Sustainability can be defined as:

Enough

For everybody

Everywhere

Forever

(variation from a graffiti in Johannesburg 2002)

A different society

From a “society of consumption” of products
and services

to

a “society of well being”

(resulting from the use and not from possession
of goods and services)

Ex: need for mobility and not to own a car...

Society of well-being = caring for nature, for people and for oneself

Consumption as an instrument of well-being and not an end in itself

Living to work and not working to live

Consuming to live and not live to consume

Meaningful life: humanizing relations, affection, friendships, love, art, expression of emotions and sharing of a generous vision for the world

From:

Companies exist to make profits

Milton Friedman

To:

**Companies make profits to exist, but exist for a
higher purpose**

Ray Anderson

And to:

**Companies exist to create shared value and
not just profits**

Michael Porter

Sustainable Development Goals



- 1. SDGs is an essential complement to the 10 Year Framework of Programs adopted in the Rio + 20 declaration, and should address the consolidated results of those efforts**
- 2. To measure progress without frustrating those who are working for it to happen, one needs:**
 - Indicators of effort (example: number of schools engaged)**
 - Indicators of results / impacts (example: actual change in behavior caused by education)**

- 3. SDGs should be established for each country for the same global indicators, so to accommodate differences in political coalitions and in baseline conditions**
- 4. A bottom up process, based in a multistakeholder dialogue, should be established to guarantee the consistency of measurement and the transparency in communication which are essential to engage societies in the effort towards attaining the goals**

Economic opportunities

- **3 billion new consumers in emerging markets: a one time great opportunity to change the models of production and consumption to establish a new mainstream lifestyle**
- **Service economy may generate more jobs per unit of GDP than the industrial economy**

What to measure

- **Well being measurement of progress and job generation are two essential indicators more than GDP growth**

Indicators of Effort

1. **Number of schools engaged in education for sustainability**
2. **Number of campaigns towards educating for sustainability**
3. **Number of civil society organizations and social movements working towards sustainability**
4. **Number of enlightened companies working in favor of sustainability (large, medium, small)**

Indicators of Results / Impacts

1. Percentage of **population above a minimum level of well being**
2. **Environmental impact per unit of GDP**
3. **Resources use per unit of GDP**
4. **Proportion of youth at work**
5. **Average workload per worker**
6. **Proportion of capital and labor in GDP**

An Akatu world



An “Akatu” world

Tupi : “a” (seed / world) + “Katu” (good / better)

Good Seed

or

Better World

Good Individual

or

Better Collective

akatu



**Enough
For everybody
Everywhere
Forever**

(variation from a graffiti in Johannesburg 2002)

Thank you!!!

helio.mattar@akatu.org.br

