United Nations
Seventh Session of the Open Working Group on SDGs

Session on Sustainable Consumption and Production
6 to 10 January 2014
United Nations Headquarters

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

Source: State of the World Report 2010
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.

Living Planet Report 2010 / WWF
Today’s society is \textit{unsustainable}

Socially unfair

Environmentally unsustainable

Economically vulnerable
How radical the change must be?

And more important: how fast that change must happen?
Emerging middle class

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?
Productivity growth – 1992 to 2012

Per US$ 1 of production

Reduction of 23% in materials

Reduction of 21% in emissions

Total consumption

Increase of 41% in materials

Increase of 39% in emissions
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

Factor Five, Prof. Ernst Weizsächer et al.
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)
New organization of societies

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...
A new paradigm for society
and for production and consumption

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

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
A new paradigm for companies

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
Nature of indicators and process of implementation

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
Partial tentative suggestions of indicators for discussion

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)

<table>
<thead>
<tr>
<th>Good Seed</th>
<th>Good Individual</th>
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<tbody>
<tr>
<td>or</td>
<td>or</td>
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<tr>
<td>Better World</td>
<td>Better Collective</td>
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Enough
For everybody
Everywhere
Forever

(variation from a graffiti in Johannesburg 2002)
Thank you!!!

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