

## **A. THE TEN YEAR FRAMEWORK OF PROGRAMMES ON SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS**

### **A.1. INTRODUCTORY NOTE**

This national report outlines the relevant policies, activities and instruments at national level that are related to the implementation of the ten year framework of programmes on sustainable consumption and production patterns (SCP) in Germany. The structure of the report is primarily based on the theme-specific issues mentioned in the guideline document on the preparation of the national reports for CSD 18/19, anticipating the overall aim of this reporting initiative, and devotes special attention to the proposed means of implementation. This report does not provide a complete list of all relevant activities. Numerous policies and activities at community, state and federal level and also international partnerships are not included. The report focuses on examples at the federal level and outlines national contributions to the established Marrakech process, introduced in 2003 as follow-up to the implementation of Chapter III of the Johannesburg Plan of Implementation. The report provides an overview of activities which characterise the national profile of SCP implementation and does not explicitly cover activities that are related to the implementation of EU legislation.

### **A.2. STATE OF THE ENVIRONMENT (BASED ON ENVIRONMENTAL KEY INDICATOR SYSTEM)**

The updated Environmental Key Indicator System of the Federal Environment Agency (UBA) contains more than 50 indicators that describe the state of the environment and identify the successes of environmental policy as well as areas where there is more to be done in the future. Germany scored well in 2008 on climate protection and expansion of renewable energies. In addition, energy and resource productivity have grown significantly in relative terms; however, further efforts should be taken to improve this in absolute terms. The trend in land used for organic farming continues to be positive. The transport sector should become more sustainable, and considerable efforts are still required to achieve the clean air policy goals of a high level of health protection and the preservation of biodiversity. As concerns reduction of land consumption, Germany is still falling short of its goals.

### **A.3. HOUSEHOLD-RELATED CONSUMPTION**

Growing prosperity in Germany over the past 30 years has led to an unprecedented surge in the number of consumer durables to be found in private households. Current levels reveal that, for the majority of German households, items such as a car, various household appliances, consumer electronics, computers and mobile phones are taken for granted. In addition they have numerous small technical appliances, for example for gardening, hobbies, leisure and sport. Between 1993 and 2003 the growth rates for some consumer durables were enormous: 200% for computers, over 100% for dishwashers and driers, more than 60% for televisions. Some of this growth is attributable to the "need to catch up" in the new federal states.<sup>1</sup> Various studies on

---

<sup>1</sup> Environmental Data Germany 2007

household consumption reveal that the areas of “mobility”, “housing” and “food” have particular environmental relevance<sup>2</sup>, taking into account the manufacturing and use phases of the products purchased by households. Estimates regarding selected product categories (e.g. cars, heating, refrigerators) assume that approximately two thirds of the entire environmental impact occurs during the period covered by the use of the products.<sup>3</sup>

#### **A.4. NATIONAL FRAMEWORK STRATEGIES AND POLICIES TO PROMOTE SCP IN GERMANY**

Since the UN Conference on Environment and Development (UNCED) in 1992, the promotion of sustainable patterns of consumption and production has played an increasingly important role in policy-making in Germany. The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety is the leading body in this field. Given the cross-sectoral nature of this issue, individual areas of activity have been entrusted to other federal institutions with a view to promoting SCP patterns. At state level, responsibility falls to the respective environment ministries, while at town and municipality level the task falls to the administrative offices responsible for environment protection.

Sustainable development became a guiding principle of federal sustainability policy in Germany at the end of 1990s. This was manifested in 2002 by the national sustainable development strategy (SDS) “Perspectives for Germany”. The national SDS outlines the vision of sustainable development in Germany and sets out a wide range of indicators, quantitative targets and timetables. Several indicators and measurements are directly related to SCP, such as energy and material productivity. The SDS is revised periodically (last revision in 2008) by the German federal government (“Green cabinet”) and is supported by the Council for Sustainable Development, which was established in 2001 to facilitate stakeholder involvement and public consultation.

At present, there is no national strategy explicitly on SCP, but its underlying aspects form an integral part of a wide spectrum of framework strategies and policies. Principally, the German government is taking into account the economic, social and environmental dimensions of sustainable development and formulating policies that will help achieve ambitious environmental and climate protection targets while simultaneously maintaining the competitiveness of German industry. The overall objectives with regard to promoting SCP in Germany are:

- to combat climate change;
- to reduce environmental damage and health risks;
- to increase energy and resource productivity;
- to establish conditions that maintain the international competitiveness of German industry and increase its potential for growth, employment and innovation;
- to strive at international fora like WTO for the removal of trade barriers so as to improve the supply of (raw) materials in conformity with ecological and social standards and for free trade in environmental goods and services, including agricultural products;
- to stimulate environmental product and process innovations and to create and facilitate green markets;

---

<sup>2</sup> such as the cumulative expenditure of energy, greenhouse potential, acidification potential, eutrophication potential and photo-oxidation potential

<sup>3</sup> Öko-Institut [www.ecotopten.de](http://www.ecotopten.de)

- to make consumers aware of the benefits of sustainable consumption in order to help them to make sustainable choices and consume responsibly;
- to improve decent work conditions and contribute to decent work in international relations.

To strengthen the SCP-related dimension of the national SDS and to stimulate the implementation of the various approaches and instruments (such as integrated product policy, consumer information, green public procurement, Green IT) the national dialogue process on sustainable consumption and production was initiated in 2004, led by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the Federal Environment Agency.

The following strategies and policies are in place for the implementation of SCP in Germany:

#### *National High-Tech Strategy and Master Plan on Environmental Technology*

In 2006 the German government launched a National High-Tech Strategy to support the development of innovative environmental technologies and products and to develop lead markets. The National High-Tech Strategy was set up as an overall strategy on innovation policy to promote systematic research in Germany in various fields, such as health, climate change, use of natural resources and energy, mobility, cross-cutting technology (like nano-technology, bio-technology) and security. To further stimulate eco-innovations, a Master Plan on Environmental Technology was set up by the German government at the end of 2008 to bring together different policy measures in the field of research/innovation policy and environmental policy, such as eco-design, technology procurement and market diffusion programmes for eco-innovations. Additionally, an action programme with funding of €100 million was launched in spring 2009 to stimulate electric (car) mobility.

#### *Integrated Energy and Climate Package*

SCP-related policies play an important role in the integrated energy and climate protection package that was launched by the German federal government in 2007 to achieve the 40% CO<sub>2</sub> reduction target by 2020. Within the package, 29 fields of specific policy measures are addressed, such as market incentive programmes for renewable energy and energy efficiency in buildings, eco-design, public procurement, sustainable mobility etc. One of the measures is the climate protection initiative of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety to spread renewable energy and energy efficiency within society and the economy. The initiative complements other support programmes and is directed at the private and public sector, including policies and instruments aimed at private households.

#### *Sustainability and Consumer Policy*

In 2009, the Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) launched an integrated strategy on sustainability covering food, agriculture and consumer policies to specify political action in 10 different areas, such as climate protection and adaptation, bio-energy and renewable resources, resource efficiency management, rural development and demographic change, safe and healthier food, sustainable consumption, global dimensions of food production. SCP-related instruments, such as consumer information and education, form a central part of this strategy.

## A.5. SUSTAINABLE PUBLIC PROCUREMENT POLICIES, LAWS AND REGULATIONS

Sustainable public procurement (SPP) plays an important role in the implementation of SCP in Germany. The main focus of the federal government is to strengthen the application of green public procurement practices at all levels of government, e.g. through a central website [www.beschaffung-info.de](http://www.beschaffung-info.de). The website provides legal advice on the implementation of SPP, product criteria, tender documents etc. The available information is being expanded continuously. Within the framework of research projects and cooperation with stakeholders, papers have been published on a continuous base, such as:

- a legal report on possibilities for including environmental aspects in the procurement process (<http://www.umweltdaten.de/publikationen/fpdf-l/3661.pdf>),
- a series of six lecture notes for the advanced training of procurers, which will also be used by the federal government's central training institution,
- guidelines on the environmentally sound procurement of IT equipment (together with the central procurement agency and industry association BITKOM, [www.itk-beschaffung.de](http://www.itk-beschaffung.de)).

Furthermore, it is mandatory for all contracting authorities at federal level to use life-cycle costing in their procurement procedures to ensure energy-efficient and environmentally friendly public procurement (<http://www.bmwi.de/BMWi/Redaktion/PDF/A/aav-zur-beschaffung-energieeffizienter-produkte,property=pdf,bereich=bmwi,sprache=de,rwb=true.pdf>). With the adoption of guidelines on environmentally friendly and energy-efficient procurement within the framework of the integrated energy and climate package, the German government is setting a good example for others to follow. Energy-efficient appliances and services will be promoted through priority procurement and energy costs will be saved. A task force on SPP has been established to monitor the national strategy on SPP and to encourage players at regional/local level to develop similar guidance and targets. Apart from legally harvested and sustainably produced timber, there are no compulsory targets for products at the federal level.

On 24 April 2009, the German government procurement law (Act against Restrictions of Competition) was modernised. This has meant that it is now explicitly possible to also include aspects of social sustainability in public procurement decisions. The Federal Ministry for Economic Cooperation and Development (BMZ) is already implementing the new law by including the core labour standards of the ILO in its procurement policy.

The German federal government as well as the federal states are aware that they have to set an example in terms of sustainable planning, construction and operation of buildings.

The federal government therefore developed guidelines on sustainable construction (Leitfaden "Nachhaltiges Bauen") back in 2000 and made these mandatory standards. This document is the basis for all tenders for publicly procured construction services. The guidelines are currently being revised and extended to also encompass planning and construction within the context of existing buildings.

<http://www.nachhaltigesbauen.de/leitfaeden-und-arbeitshilfen/leitfaden-nachhaltiges-bauen.html>

[http://greenbuilding.ca/iisbe/gbpn/documents/policies/guidelines/Germany\\_guideline\\_SB.pdf](http://greenbuilding.ca/iisbe/gbpn/documents/policies/guidelines/Germany_guideline_SB.pdf)

For the systematic selection of construction materials according to environmental criteria, the web-based tool WECOBIS was developed and made available to the public. WECOBIS was the result of a research project which was supported by the national programme *Zukunft Bau* (Future [of] Construction).

<http://www.nachhaltigesbauen.de/baustoff-und-gebaeuedaten/wecobis.html>

## A.6. INSTRUMENTS FOR SUSTAINABLE CONSUMPTION

There is a wide variety of programmes, actions and measures for promoting sustainable consumption within Germany. The German eco-label “Blue Angel”, for example, has now been in use successfully for more than 30 years. Confidence, transparency of processes, co-operation among all stakeholders and a wide range of applications ensures that this instrument plays a strong role within environmental and consumer protection policies. The Blue Angel could be seen as one of the driving forces in stimulating the shift towards more sustainable consumption and production over the last two decades in Germany. At present, over 10,000 products and services from approximately 950 label users in Germany and abroad and in over 90 product groups are entitled to bear the Blue Angel. The Blue Angel offers industry, retailers and artisanal producers the opportunity to publicly document their environmental credentials in a simple and inexpensive way. By using the eco-label, they can significantly increase the competitive market potential of their products and services. To increase the further outreach of the national eco-label, the Ministry for the Environment, Nature Conservation and Nuclear Safety, together with the Eco-labelling Board, decided in 2008 to relaunch the eco-label to make it more widely used in the fields of climate protection and sustainable use of resources, including supply chain management and CSR-related aspects. Furthermore, the Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), together with the Federal Environment Agency (UBA), started research into the applicability of a carbon footprint approach within the existing eco-label in 2008. ([www.blauer-engel.de](http://www.blauer-engel.de) )

Another important initiative is the promotion of organic farming. The Ministry of Food, Agriculture and Consumer Protection (BMELV) has launched various programmes to increase the market share of organic food since 2001. With the establishment of the national eco-label for organic food (*Bio-Siegel*) the market share of organic food increased significantly. The users of the Bio-Siegel now report the labelling of over 55,000 products. In 2008 the sales volume of organically produced food amounted to approximately €5.8 billion (= 3.5% of total food sales). Germany has become the largest market for organic food in the European Union. ([www.bio-siegel.de](http://www.bio-siegel.de) and [www.oekolandbau.de](http://www.oekolandbau.de) )

Within the context of funded research activities, the Federal Ministry of Transport, Building and Urban Affairs (BMVBS) engaged a wide range of stakeholders in developing the *Deutsches Gütesiegel Nachhaltiges Bauen* (German seal of quality for sustainable construction). The purpose of this label is to define, assess, certify and communicate the contribution of buildings to sustainable development.

<http://www.nachhaltigesbauen.de/deutsches-guetesiegel-nachhaltiges-bauen.html>

To provide the consumer with relevant information on sustainable products and a means of identifying such products, the Federal Environment Agency (UBA) sponsored a project by the German Verbraucher Initiative e. V. (a German consumer organisation) to establish a virtual platform on a broad range of labelling activities in Germany and Europe. At [www.label-online.de](http://www.label-online.de), consumers will find up-to-date information on over 300 (eco)labels used by industry in various product categories. Additionally, consumers can obtain information on the institutional setting and the procedures represented by the respective label.

The “Sustainable Retail Initiative” was launched in 2007 by the Verbraucher Initiative e.V. in cooperation with the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and Federal Environment Agency (UBA) as a framework initiative for several co-sponsored projects in the field of capacity building and demonstration within the retail sector with the aim of providing consumers with better guidance and information on sustainable products and CSR-related aspects. ([www.verbraucher.org](http://www.verbraucher.org) [www.nachhaltige-produkte.de](http://www.nachhaltige-produkte.de) [www.nachhaltig-einkaufen.de](http://www.nachhaltig-einkaufen.de) )

The Federal Ministry for Economic Cooperation and Development (BMZ) has sponsored a range of projects that promote fair trade in sustainably produced products from less developed countries through information platforms ([www.oeko-fair.de](http://www.oeko-fair.de)), the launch of the new international TransFair label ([www.transfair.org](http://www.transfair.org)), point-of-sale activities and consumer information campaigns ([www.fair-feels-good.de](http://www.fair-feels-good.de)). The aim of the large-scale public awareness campaign (2003-2006) was to inform consumers, public authorities and retailers about principles, structures and backgrounds of fair trade and to increase the market share of eco-fairtrade products. Since 2003, the Forum Fairer Handel has been conducting an annual public campaign *Faire Wochen* with financial support from Federal Ministry for Economic Cooperation and Development (BMZ). The campaign involves a broad network of partners such as producers, retailers, schools, canteens, public authorities and private organisations to promote (eco) fairtrade products.

The Federal Ministry for Economic Cooperation and Development (BMZ) is currently financing the development of an internet platform to increase public awareness of sustainable consumption. The platform is being developed by the International Trade Centre (ITC), Geneva. The objective is to create a comprehensive database on sustainability labels as a reference for procurement decisions by public agencies as well as small and medium-scale enterprises. The internet platform will enter its testing phase in late 2009.

To increase the outreach of sustainability communication, the Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the Federal Environment Agency (UBA) launched a project to better draw together communication initiatives under the umbrella of the sustainable development strategy. The *KommN* project endeavours to develop strategic partnerships between various initiatives to stimulate joint communication on sustainability in Germany and to establish sustainability as a common guiding principle for the public.

To support effective communication on sustainable consumption and lifestyles in Germany, the federal government has established various research activities on socio-ecological aspects, such as public awareness, information behaviour, social-ecological transformation.

## A.7. ECO-EFFICIENCY/ECO-DESIGN PROGRAMMES

The promotion of eco-efficient technologies, products and services is at the centre of several policy programmes, such as the integrated energy and climate package, with its wide spectrum of legislative, economical and informative measures, the High-Tech strategy, the Environmental Technology Action Plan etc. The German government is aiming to double energy productivity by 2020 compared with the baseline year of 1990. Important measures are:

- *Energy Saving Ordinance (EnEV):* Report on and amendment to the Energy Saving Ordinance (EnEV). In order to increase energy efficiency in buildings, energy standards have been tightened by an average of 30 per cent from 1 October 2009. As a second step (planned for 2012), these efficiency standards will be further tightened up by 30 per cent, if economically viable. The Cabinet has adopted corresponding key elements.
- *Programme to Reduce CO<sub>2</sub> Emissions from Buildings:* The German government has established the legal and economic parameters for more efficient energy use within buildings. As part of this process, it has substantially expanded the Programme to Reduce CO<sub>2</sub> Emissions from Buildings since early 2006. Currently, €1.5 billion are available annually in the form of low-interest loans and grants. Since 2006, over 1 million buildings have been built or renovated to a high degree of energy efficiency with the support of this programme.
- *Reform of vehicle tax to a CO<sub>2</sub> basis:* The vehicle tax was amended in July 2009. For new vehicles, this tax will be calculated mainly on the basis of a vehicle's CO<sub>2</sub> emissions.
- *Material efficiency:* The German government has taken action to increase material efficiency within production processes and product design, such as through the German Agency on Material Efficiency, the Eco-Innovation Programme, waste management and recycling schemes, and various research programmes to promote the sustainable use of resources, including waste prevention strategies.

The Federal Ministry of Transport, Building and Urban Affairs (BMVBS) initiated and supported the development of a database which supports the use of life-cycle assessments (LCA) for construction materials, products and processes in order to design environmentally friendly and resource-efficient buildings. The database is accessible to all architects and planners.

<http://www.nachhaltigesbauen.de/baustoff-und-gebaeuedaten/oekobaudat.html>

Furthermore, Germany is actively engaged in the implementation of the EU Eco-design Directive. The Federal Institute for Materials Research and Testing (BAM), in cooperation with the Federal Ministry of Economics and Technology (BMWi), the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the Federal Environment Agency (UBA), organises a national consultation forum. It provides an opportunity for national stakeholders to discuss the working documents for implementing measures. The results of those hearings are taken into account in Germany's statement to the European Commission. Furthermore, the Ministry for the Environment, Nature Conservation and Nuclear Safety and the Federal Environment

Agency have established an eco-design network to discuss cross-cutting issues or specific topics in preparation of the consultation process. Background papers to inform the public and industry about the requirements are made available.

#### **A.8. PROMOTION OF CORPORATE SOCIAL RESPONSIBILITY IN THE SECTOR**

There is a wide spectrum of CSR-related activities within various sectors in Germany, covering different social, ecological and socio-economic issues. The German government is currently drafting a national CSR strategy which will be presented as the “CSR Action Plan in Germany”. In order to develop a widely supported national CSR strategy, it is necessary to involve the relevant stakeholders. For this purpose, the Federal Ministry of Labour and Social Affairs (BMAS), which is the ministry in charge of coordinating the development of a national CSR strategy, convened a national CSR forum in coordination with the other federal ministries in January 2009. The CSR forum is composed of some 40 actors from business and enterprises, trade unions, civil society, politics and other international organisations.

In July 2009, the Federal Cabinet decided on an interim report on the development of a national CSR strategy (see the Ministry's service portal [www.csr-in-deutschland.de](http://www.csr-in-deutschland.de)). The final report – CSR Action Plan in Germany – is scheduled to be adopted at the beginning of 2010. The promotion of CSR is already an integral part of German development policy with the aim of fostering sustainable development and equitable globalisation.

#### **A.9. SUPPORT TO THE MARRAKECH PROCESS ON SCP**

Since it began in 2003, Germany has been supporting the Marrakech Process for the development and implementation of the 10-year framework of programmes on SCP as a means of realising Chapter III of the JPOI in several ways:

- setting-up of the “Cooperation with Africa” Task Force in 2005 to encourage and support African countries to implement the African 10-year framework on SCP in various fields, such as
  - a study on leapfrogging possibilities for SCP in Africa
  - development of an African eco-labelling scheme
  - development and implementation of SCP action plans at the national and municipality level
  - collection of best practices on SCP in Africa from projects implemented by development agencies.
- establishment of the UNEP/Wuppertal Collaboration Centre on SCP in 2005
- co-chairing of the Advisory Committee of the Marrakech process to prepare decisions to be made at CSD 18/19 on the further development of the implementation of the 10-year framework of programmes.