

Sustainable Production and Consumption

Iceland has deliberately been making a progress towards integrating aspects of sustainable consumption and production (SCP) into policies and practice throughout the society. It is an explicit aim of the Icelandic government to advance development of SCP in the coming years. The Icelandic government uses a range of policy instruments to advance SCP, both educational, regulations and incentives, as the capacity of relevant national authorities and agencies.

Iceland considers success in SCP to be a multi-level, multi-stakeholder exercise. To facilitate SCP, it is therefore an aim to seek cross-sectoral collaboration within the public administration, as with the private/corporate sector, academia and civil society.

The Icelandic government has been facilitating SCP policies at both levels of the Icelandic public administration. At the national government level, SCP issues are nested in the Iceland's National Strategy for Sustainable Development, *Welfare for the future 2002-2020*. At the municipal local government level, SCP issues have been facilitated by the *Local Agenda 21* initiative, a joint venture between the Ministry for the Environment and the municipal local authorities.

Therefore, to get a holistic overview of the SCP issues in Iceland, it is necessary to take in consideration efforts beyond the auspices of the central government.

Green public procurement

The Icelandic government's policy on *Green Public Procurement* (GPP) became effective in 2009. The overall objective of the policy is to promote environmental protection and advance sustainable development in the society. The policy was developed in collaboration with two of the largest municipal local governments, Reykjavik and Hafnarfjordur. The specific aims of this policy are to ingrate environmental considerations at all levels of public procurement programs both products, services and work. It further has the explicit aim to serve as a best practice guidelines and facilitate environmental considerations into all aspects of procurement in Iceland, beyond the public sector. It encourages both levels of public administration to adopt GPP, both the governmental level as well as the municipal local government sector. The government aims to support the implementation of this policy by increasing information and advisory services to procurers, buyers and sellers. This has been facilitated by developing a web based toolkit - www.vinn.is - that disseminates relevant information to stakeholders.

INSTRUMENTS FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

Eco-labeling

The Icelandic government considers eco-labeling to be an effective and efficient instrument to facilitate sustainable consumption and production.

The Icelandic government actively participates in administration of the *Swan* eco-label. The Swan eco-label is jointly owned by the Nordic countries (Denmark, Norway, Sweden, Finland, and Iceland) and run jointly under the regional cooperative mechanisms. The Swan label is among the strongest co-brands in the Nordic region, widely reckoned by producers and consumers as a reliable brand of sound environmental delivery of a wide range of goods and services. The Icelandic government has strengthened its capacity of the Swan administration, aiming to triple at least the number Swan-labeled

Icelandic enterprises. There are further intentions to seek stronger integration between the Swan eco-labeling and GPP, where the aim is to strengthen and advance both instruments.

Iceland has been a leading agent in developing a new vision for the Swan into the year 2015, a policy that is supposed to guide and advance the label in coming years.

Iceland is further enrolled in the European Union eco-label, the *Flower*, under the commitments of the European Economic Area agreement between Iceland and the EU. Icelandic enterprises can qualify and adopt the *Flower* – eco label. These two government run eco-labels, *Swan* and the *Flower*, are administrated by the Environmental Agency - www.ust.is -, the Icelandic government environmental body.

There are other sector-specific international eco-labels that have gained momentum in Iceland. The *Green flag* is an eco-label available for educational institutions; kindergartens, primary and secondary schools and colleges. The number of educational institutions qualifying for the Green flag has been rapidly increasing. The *Blue flag* is a similar eco-label available for harbors. Both these eco-labels are administrated by the civil society organization Landvernd (The Icelandic Environmental Association). The *Green globe* eco-label is available for tourist facilities and communities. There has been commendable trial by the municipal local governments in rural communities in the *Snæfellsnes peninsula* to adopt the Green globe criteria and qualify for the label. This pioneering work can be considered as a role model for other small local governments to qualify for the community eco-label. Further, some tourist facilities have qualified for the Green globe, especially those providing accommodation.

Awareness raising

Raising awareness among the general public is important for progress in SCP, guiding and facilitating people's behavior towards more environmentally friendly, sustainable choices.

The most prominent awareness raising program has been the GAP (Global Action Programme), "vistvernd í verki" that has been active in promoting sustainable consumption at household level, encouraging citizens country-wide towards sustainable lifestyles. The project is initiated by and a responsibility of the civil society, the Icelandic Environmental association, focusing on education and capacity building, establishing eco-groups where households can share experiences. Associated with the project, in a joint venture with the Ministry for the Environment, there was a major awareness raising program in the year 2008 called *Step-by-Step*. It was pursued by a complete and comprehensive booklet, guiding households towards sustainable consumption, including transport, recycling, waste, eco-labels and energy. The publication is available on www.environment.is

The municipal authorities in Reykjavik, the capital of Iceland, that encompasses around 1/3 of the national population, have actively been running the awareness raising program – *Green steps* - that encourages the inhabitants to seek more sustainable practices, including public transport, recycling and waste treatment.

Corporate good environmental practice and responsibility

The Icelandic government encourages enterprises in general to adopt good environmental practices. The Icelandic government Environmental agency has actively participated in the development of Best Available Technology environmental criteria for different sectors (*BAT*).The *BAT* criteria have been

developed and published jointly among the Nordic countries and encompass a wide range of sectors including auto repair shops, car washing facilities, waste from fishing vessels, iron industries, boating, fish breeding, dairy industries, slaughterhouses, ship yards, printing industry and fish processing. The BAT reports have proven to be a good tools and sources of inspiration for giving a common overview between the environmental authorities and enterprises, facilitating sustainable production of goods and services.