



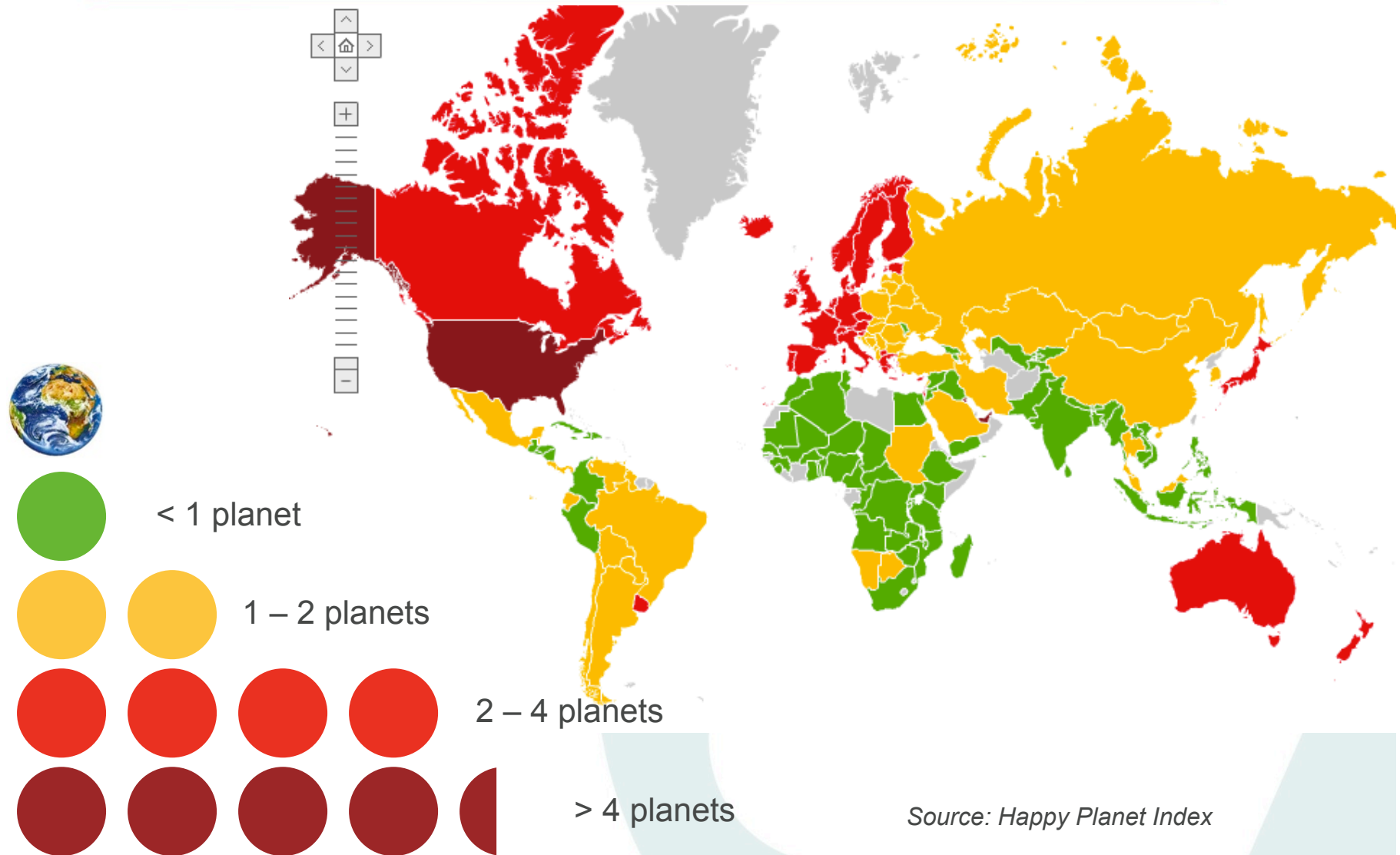
UNEP/WUPPERTAL INSTITUTE COLLABORATING  
CENTRE ON SUSTAINABLE  
CONSUMPTION AND PRODUCTION

# **From Niche to Mass Market: Strategies for Sustainable Consumption**

**Michael Kuhndt**

**CSCP – UNEP / Wuppertal Institute Collaborating  
Centre on Sustainable Consumption and Production**

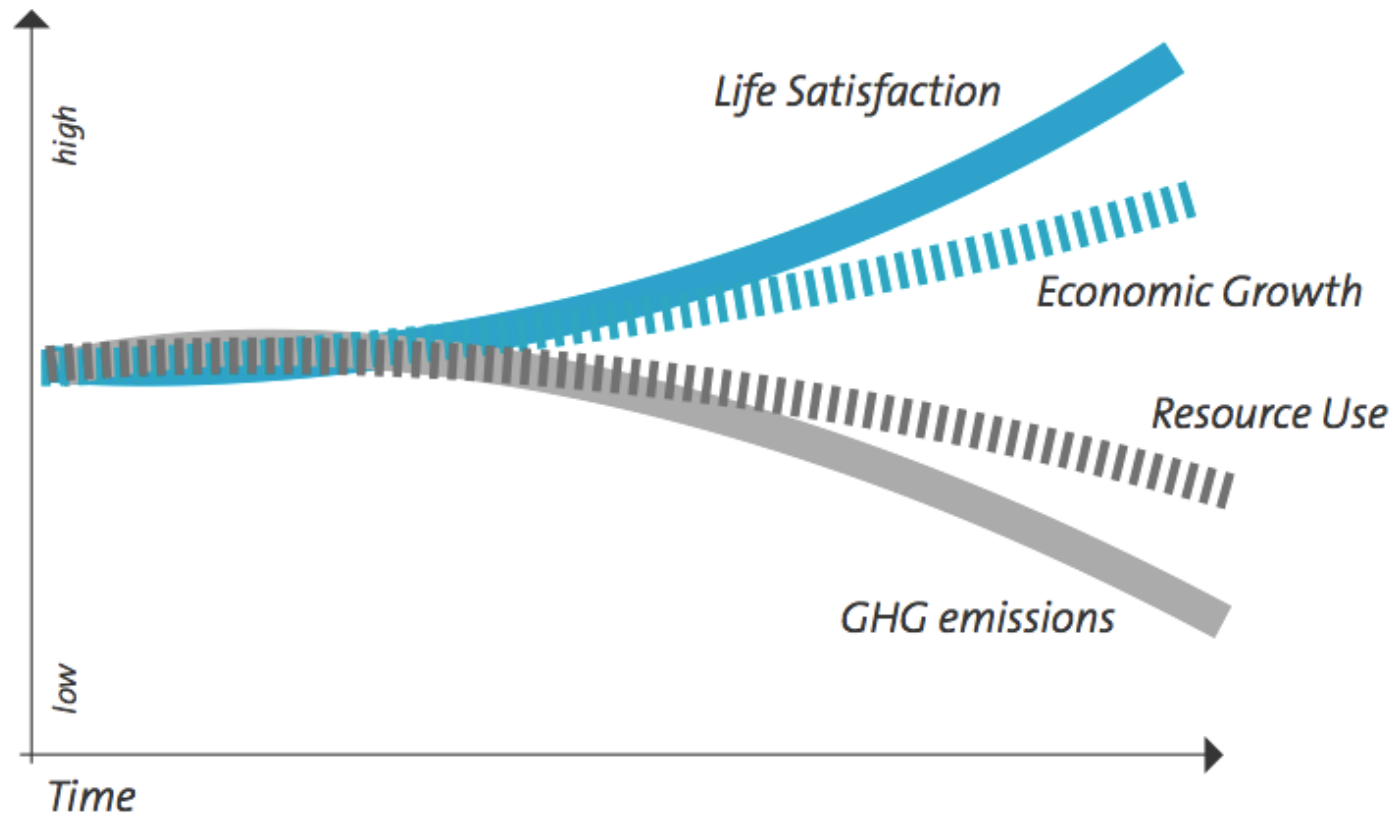
# Current challenge for Sustainable Consumption and Production: Over-used & scarce resources



# Sustainable Production and Consumption

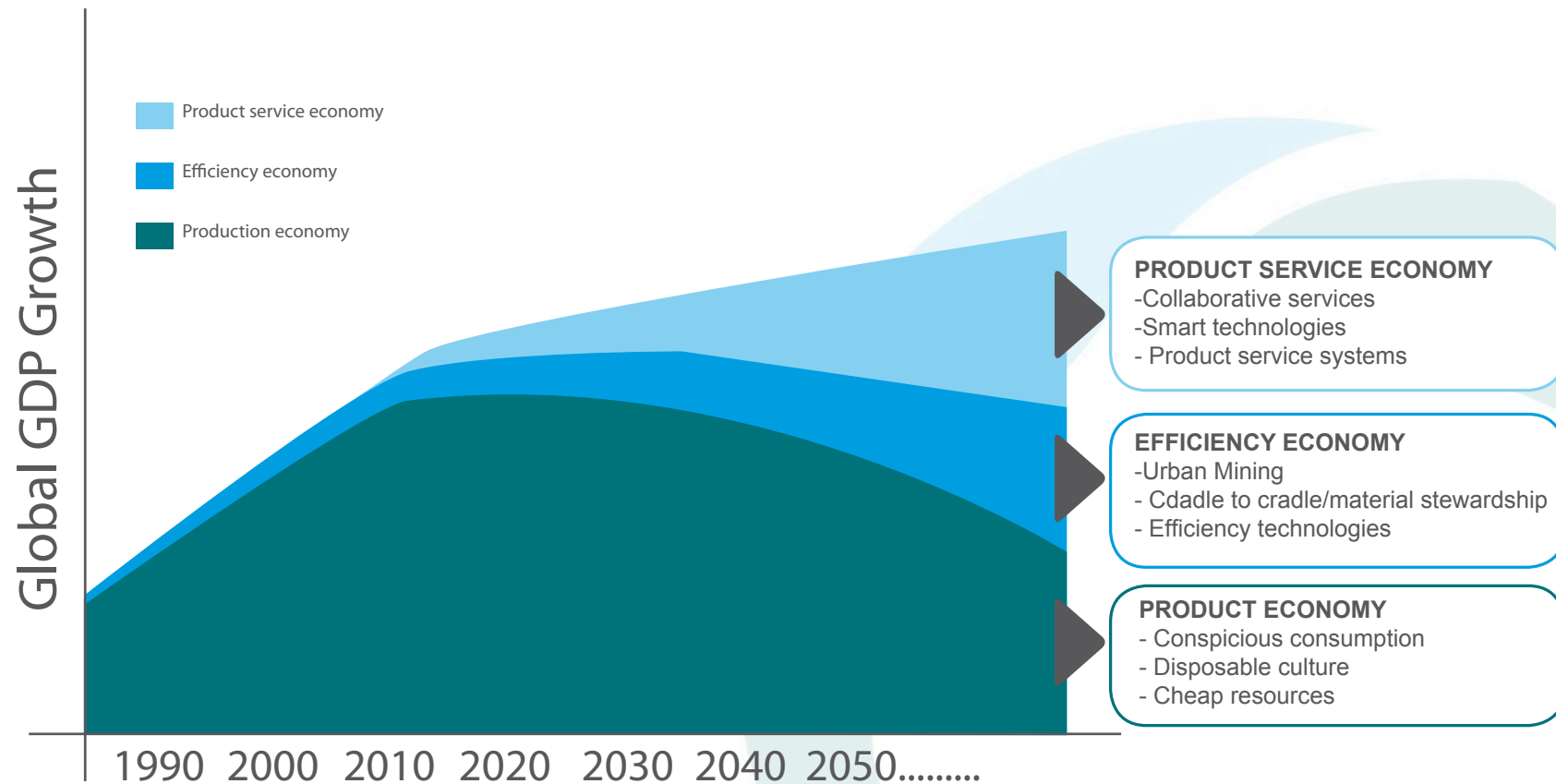
## Challenge:

Future Growth for companies is likely to depend on less resource intensity and more value added services – Decoupling growth and resource use

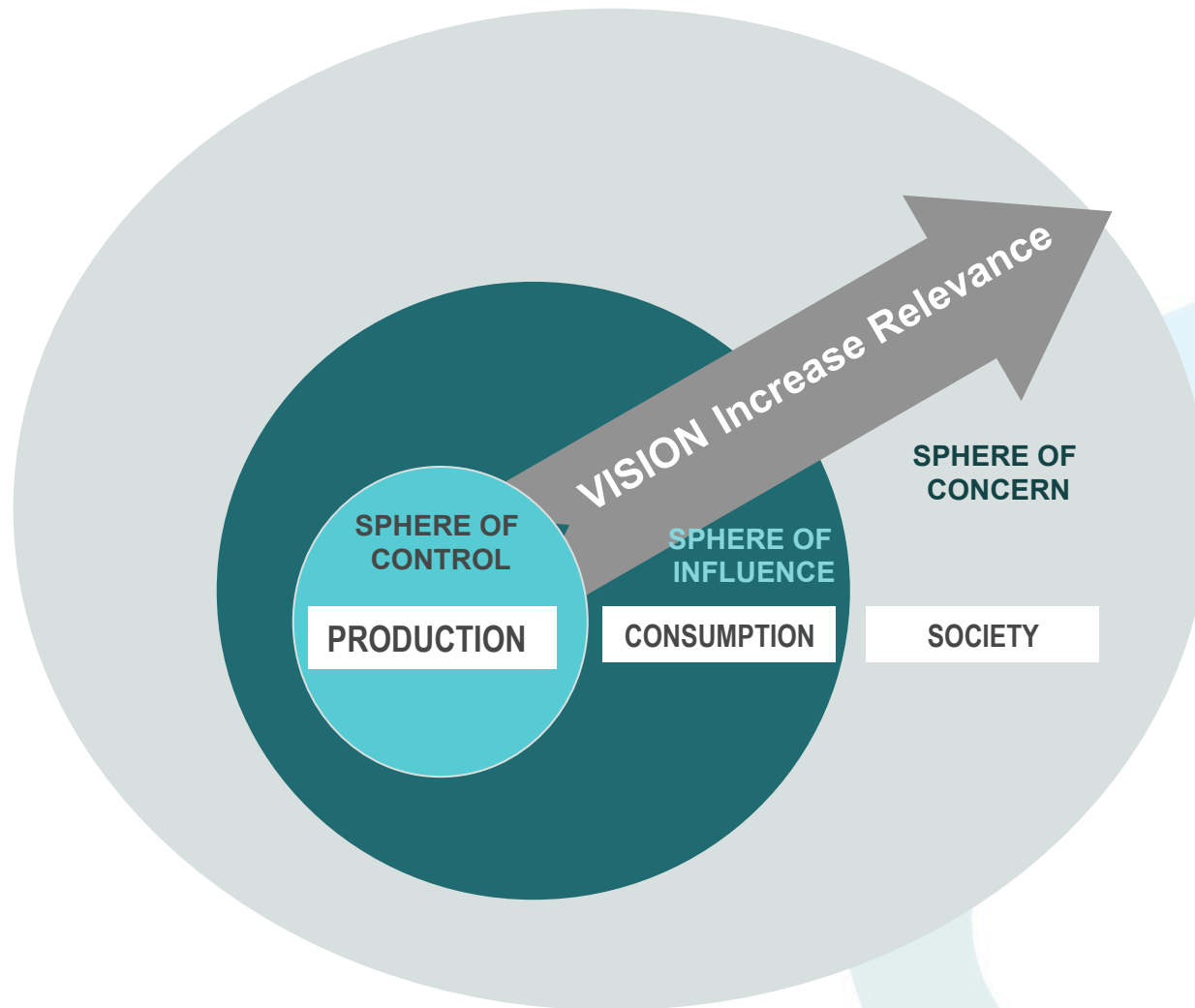


# What will the future economy look like?

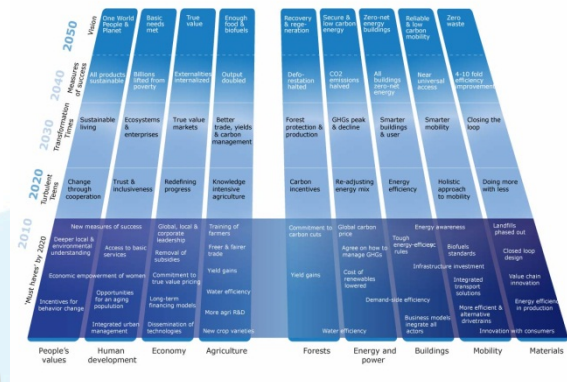
## Possible emergence of dematerialised growth...



# Strategic opportunity: Expanding the role of firms in a de-materialised society

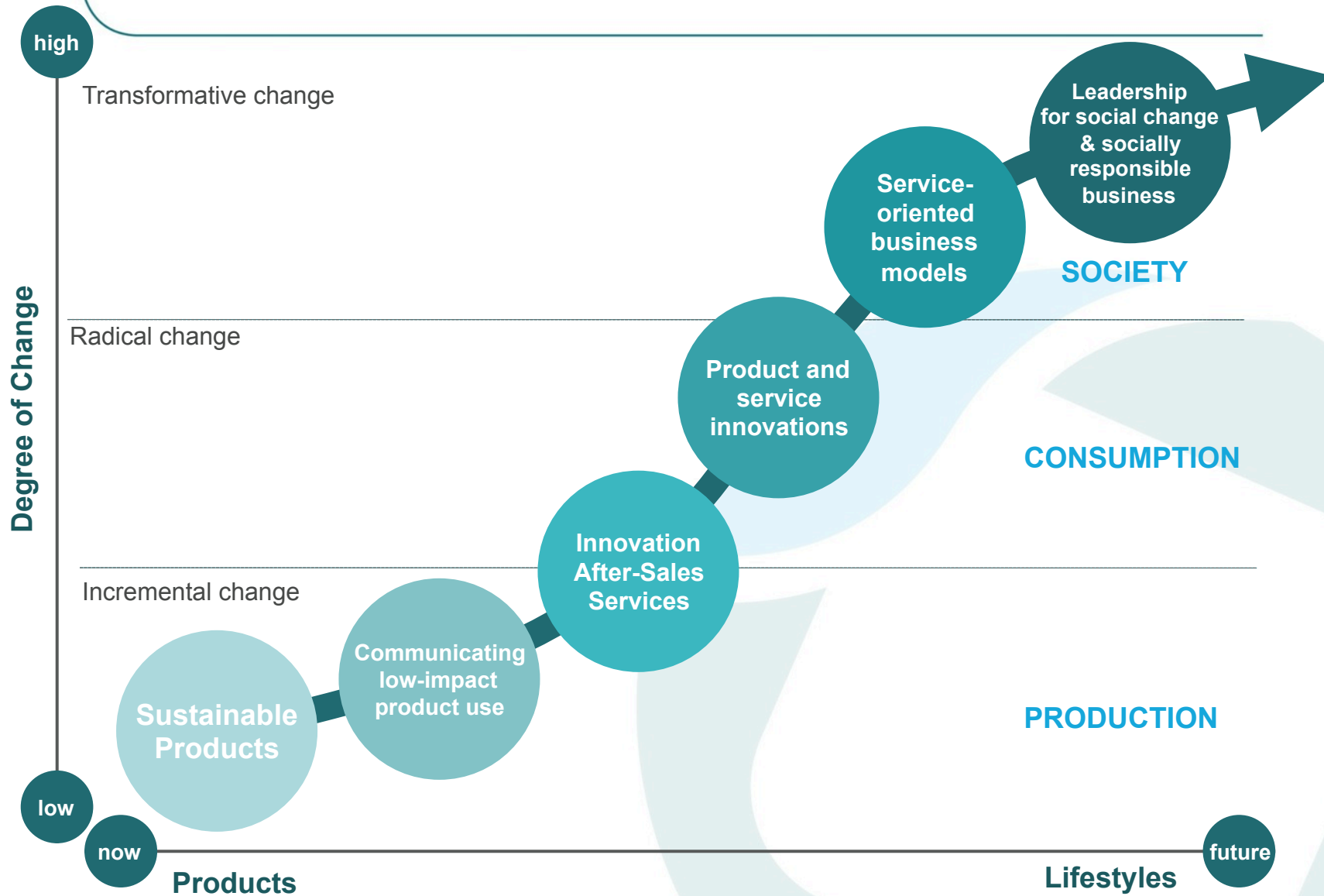


## Vision 2050



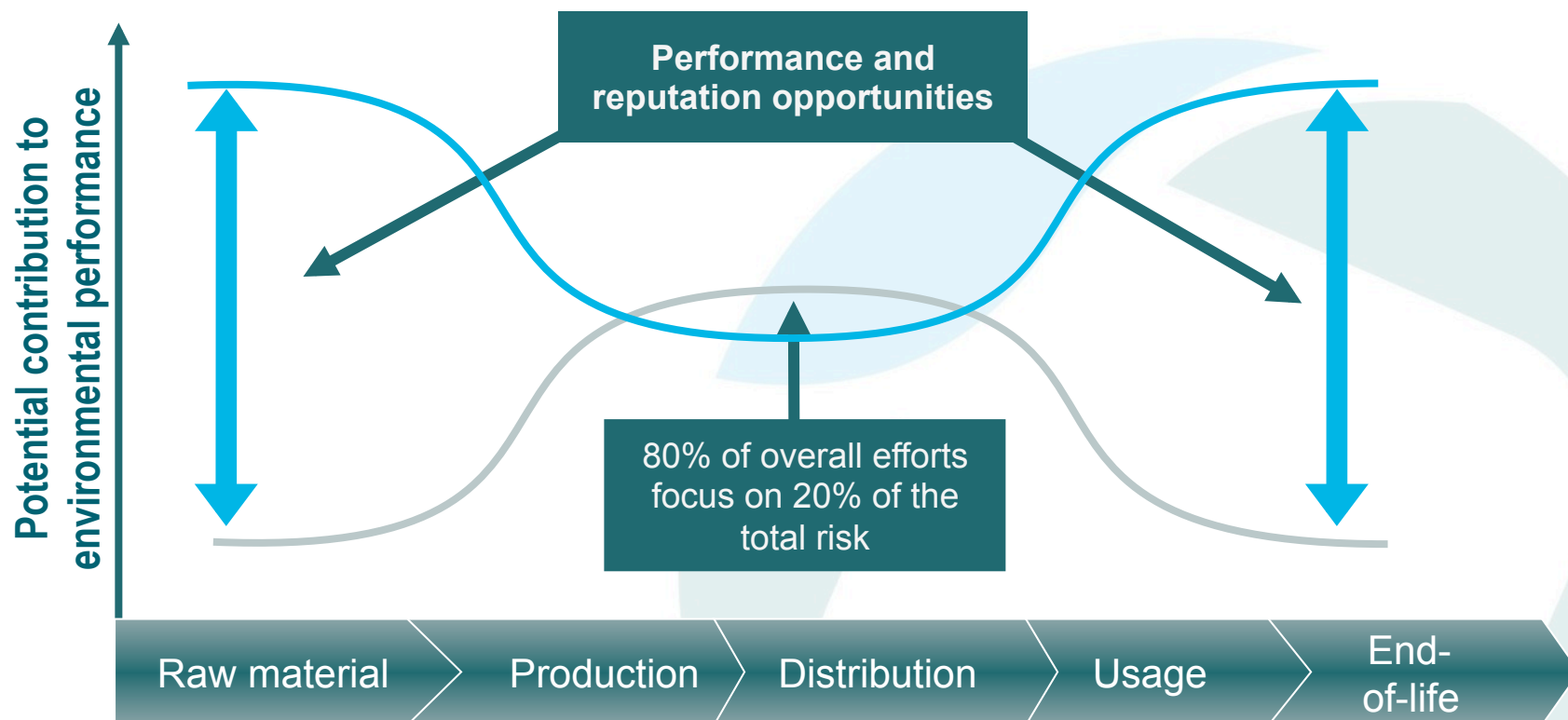
Securing Future  
Sustainable  
Competitive Advantage

# Shifting focus from production to consumption



# Driving innovation through the whole value chain

Opportunities and impacts occur throughout the life cycle



# Understanding the full life cycle

## Example 1: Cotton T-Shirt



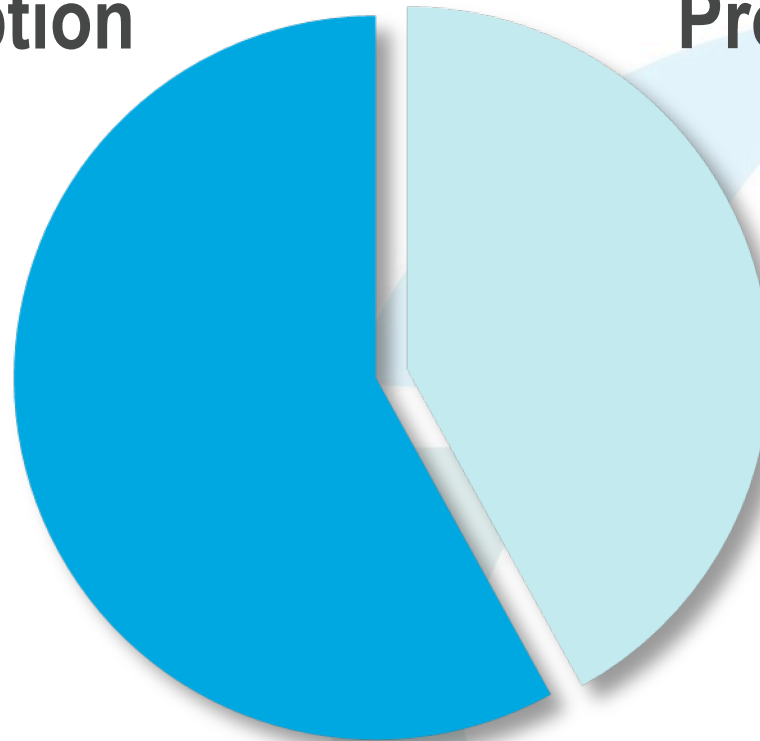
### Primary energy use

#### Consumption

Washing /  
Drying /  
Ironing

#### Production

Raw Material /  
Production /  
Transport



Source: Well Dressed? / University of Cambridge



# Consideration of full system effects of consumption

## Example 2: Energy savings



52 €  
Could buy:

**Household Saving: €52/ Year ,**  
**CO<sub>2</sub> Saving: 150 kg**

7 Yoga Classes = 0 kg CO<sub>2</sub>

*Or*

Budget flight to Turkey = 1,000kg CO<sub>2</sub>

Source: Samuel Smith, Bioregional, Ecobuild 2011

# Sustainable Production and Consumption

## Driving innovation to meet new models of sustainability

Efficiencies alone will not be enough to bring current consumption patterns to sustainable levels, widespread changes will also be required to consumer behaviours and lifestyles



# Strategies to make it happen

1) Re-examining 'Value'

2) Offering Sustainable Choices

3) Connecting Products & Sustainable Behaviours

4) Engaging with Sustainable Lifestyles

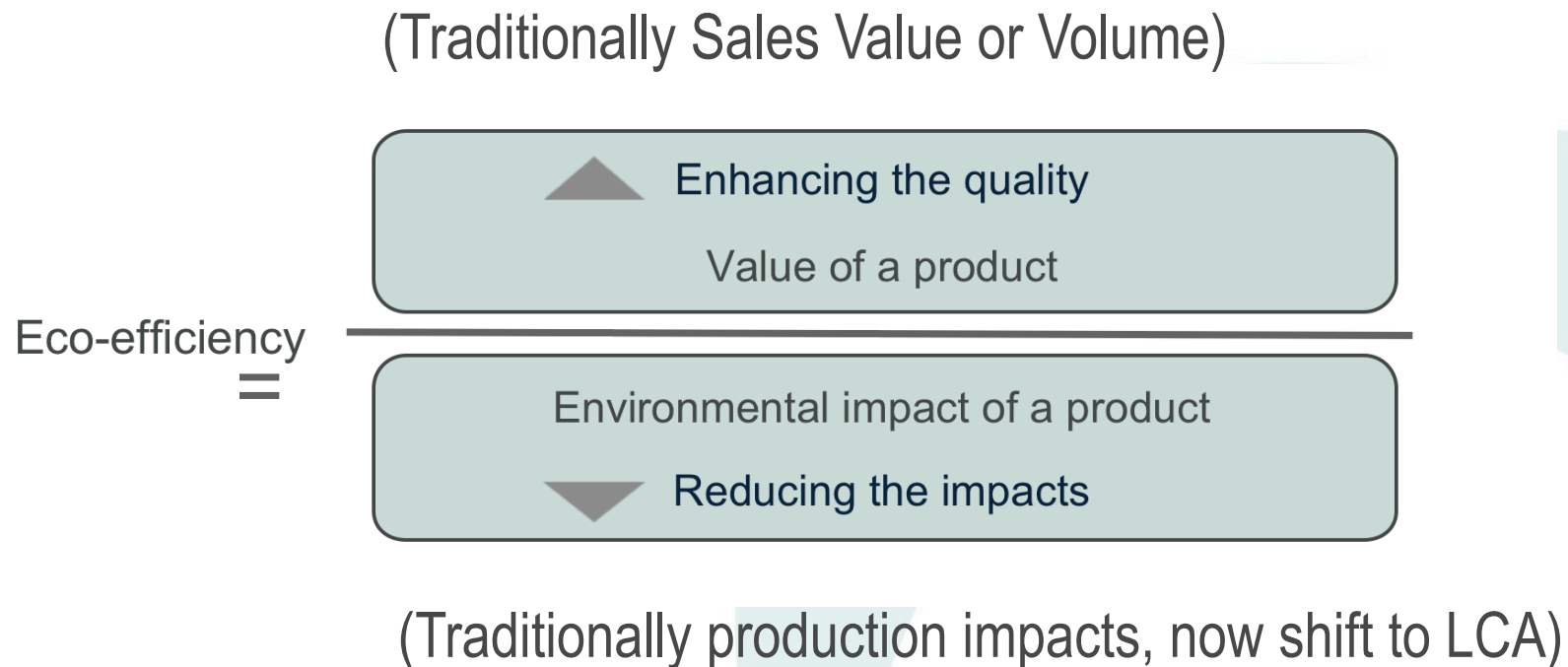
Internal

External

# Strategies for Sustainable Consumption:

## 1) Re-examining 'Value'

*Re-visiting Eco-Efficiency: the connection between impact and value*



# Examining Value Beyond Economic measures

What new tools are needed to measure Sustainable Value?

Material  
Stewardship  
Added Value

Life Cycle  
Value  
Assessment

Stakeholder  
Added Value  
Profiles

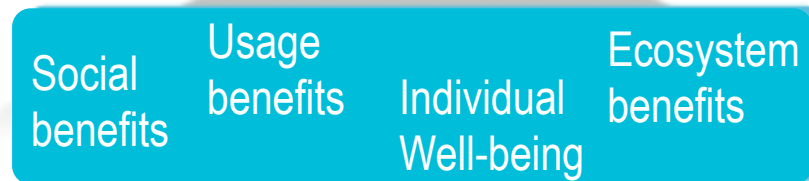
Sustainable  
Value  
Categories

Conversion  
of subjective  
Value to  
indicators

# How could Efficiency be redefined?

Dividing true value by impact to provide a measure of how sustainably benefits are delivered to society and linking consumption and production

Increasing the Benefits

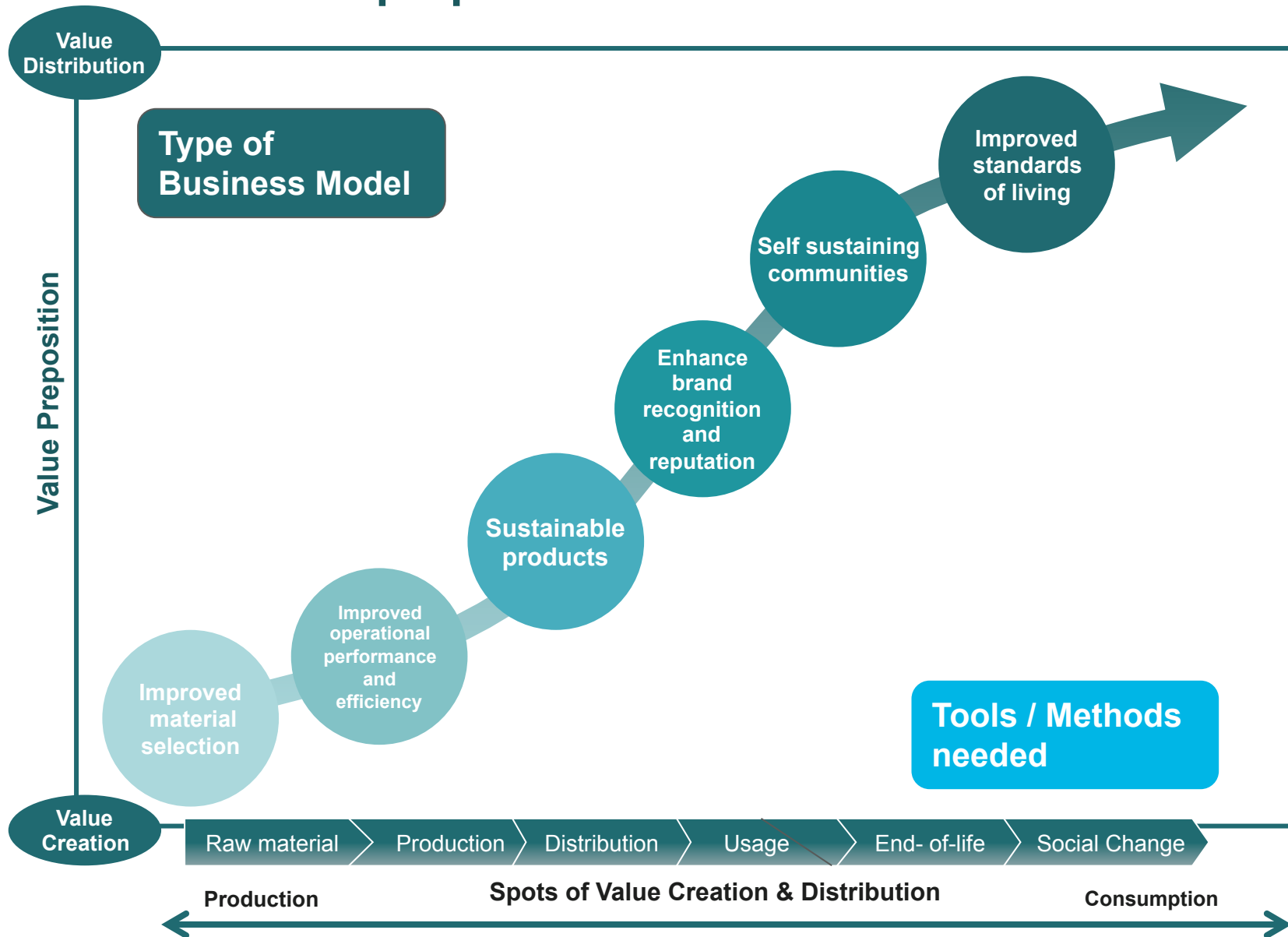


Reducing the Impacts



= Increased eco-efficiency

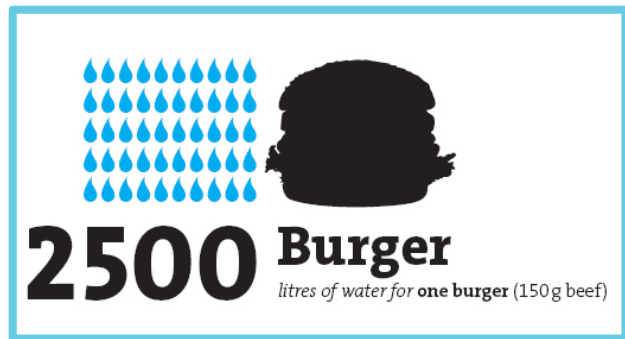
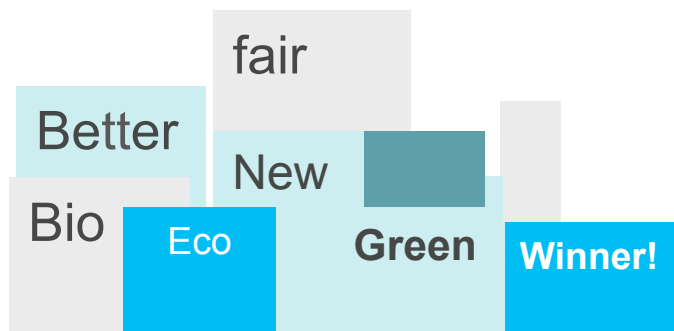
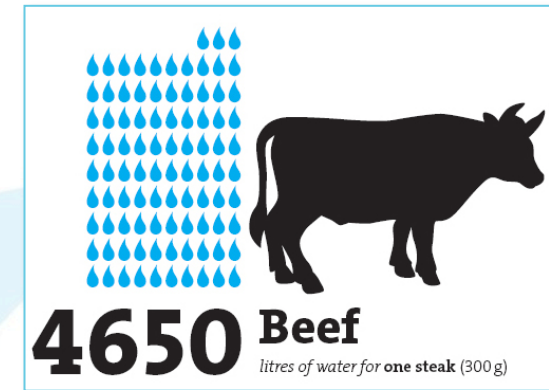
# New value propositions will demand new models & tools



## 2) Offering Sustainable Choices

### Role of Retail: Gateway to consumers

e.g. Closing disconnect on consumers 'awareness regarding impacts of products and services

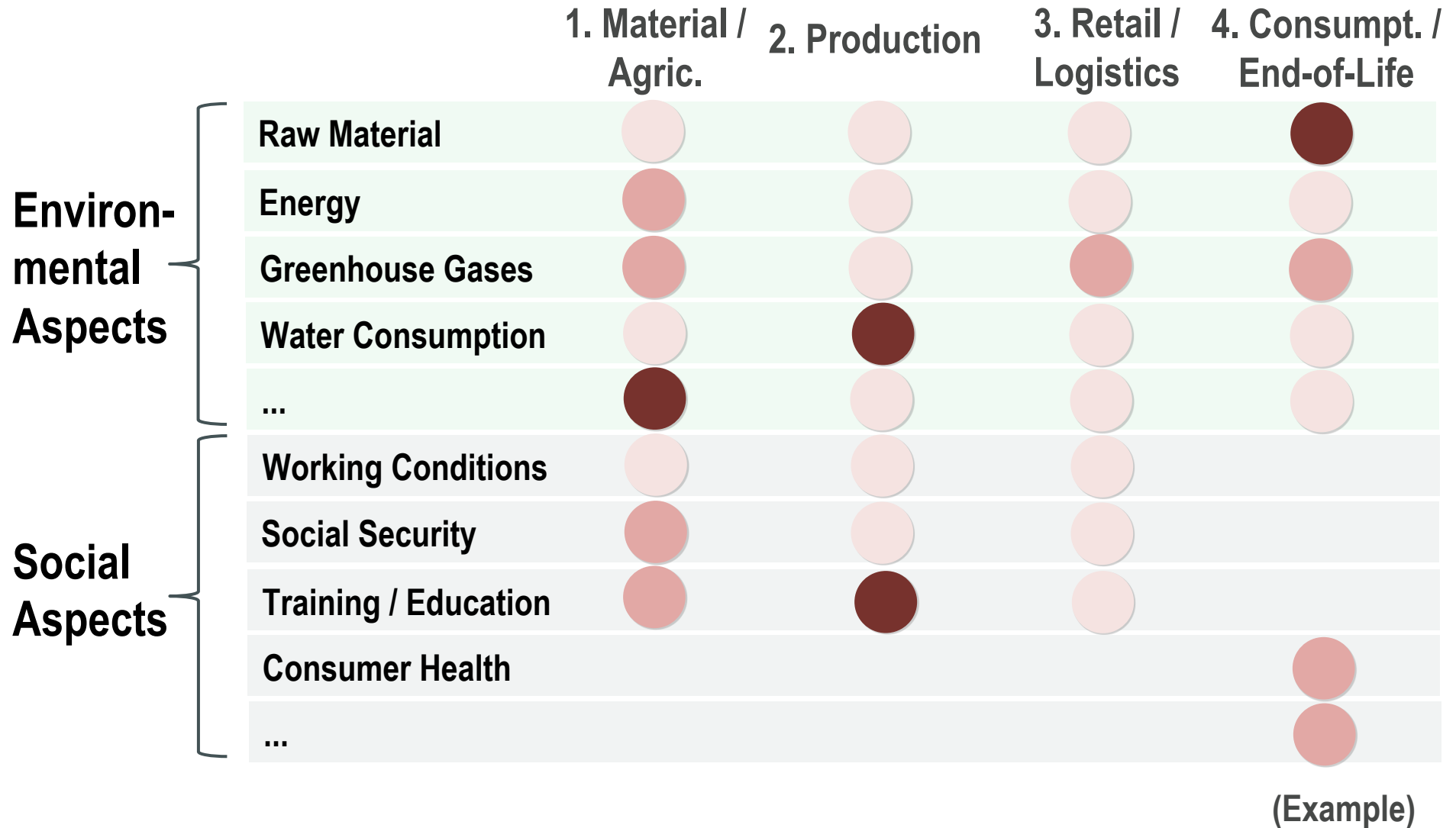




# How to mainstream sustainable products & services?



# Comprehensive Life Cycle Approach



# Labelling- navigation and credibility remain an issue



**Powerful Input**

**Mainstreaming sustainable products for the mass market**

## REWE Pro Planet

*“With Pro Planet we want to give our customers a reliable orientation for sustainably produced products.”*

- Alain Caparros

REWE Group Chairman of the  
Management Board

**Goal**

500 Million

“Pro Planet” Items  
labelled by end of 2012



# “Hallo Erde” campaign of REWE Group



## Partners



## Media



## Initiative by



# Stakeholders: Across industry and value chain

## Coopertition: Defining fields for combined efforts

### 1. **Standardised tools:** From GRI to ASP and SPDs

(Global Reporting Initiative, Advanced sustainability profiles, Sustainable Product Declarations)

### 2. **Codes of practice:** Raising standards & reputations

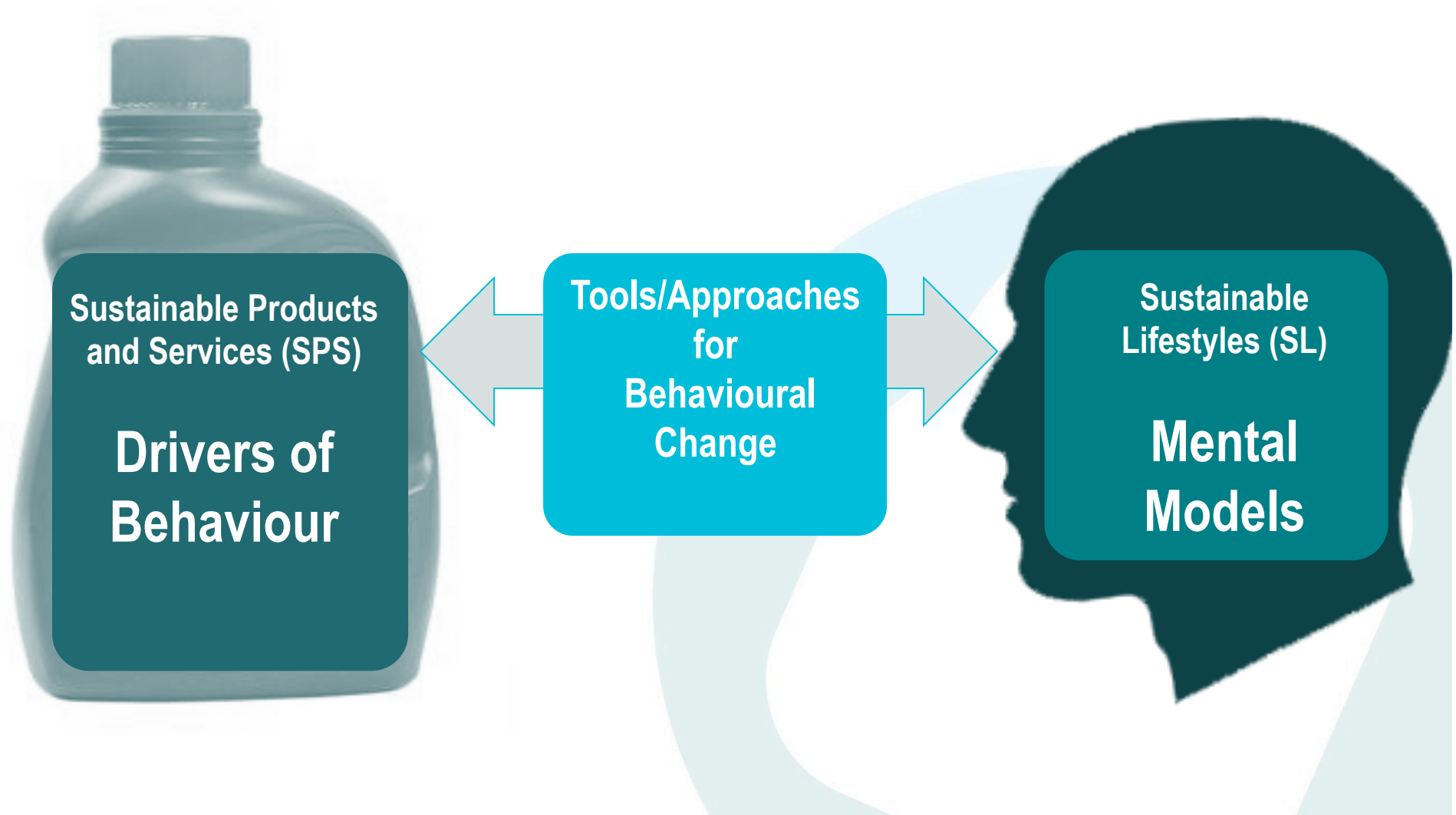
### 3. **Information sharing:** Open source data

### 4. **Joint story telling:** Consistent messaging

### 5. **Closing loops:** Joint innovation

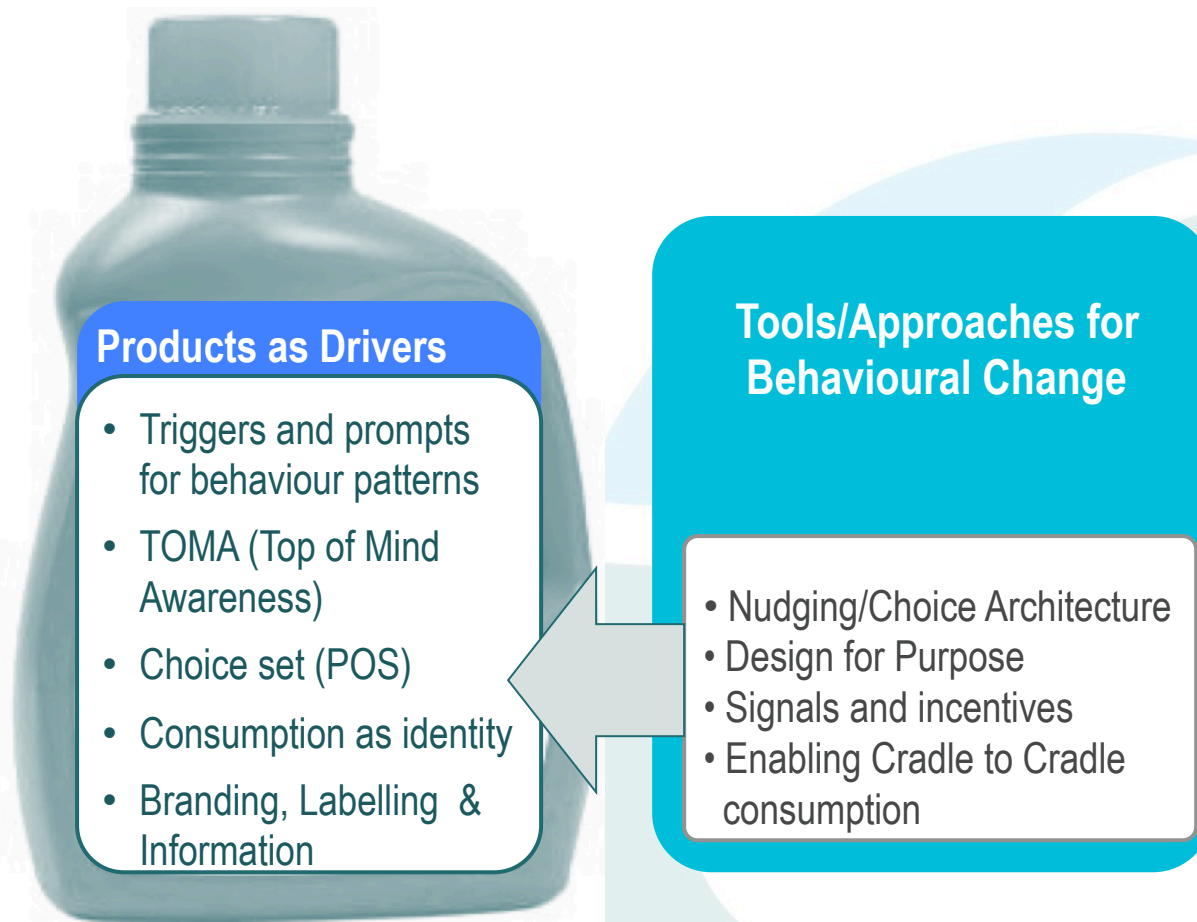
# Strategies for Sustainable Consumption:

## 3) Connecting products to sustainable behaviour.



# Connecting Products to Sustainable behaviours:

Using products to encourage sustainable consumption.





# Understanding the full system

Producing detergents operating at 15-20 C doesn't ensure change in use patterns  
(>70% of loads washed above 30C)



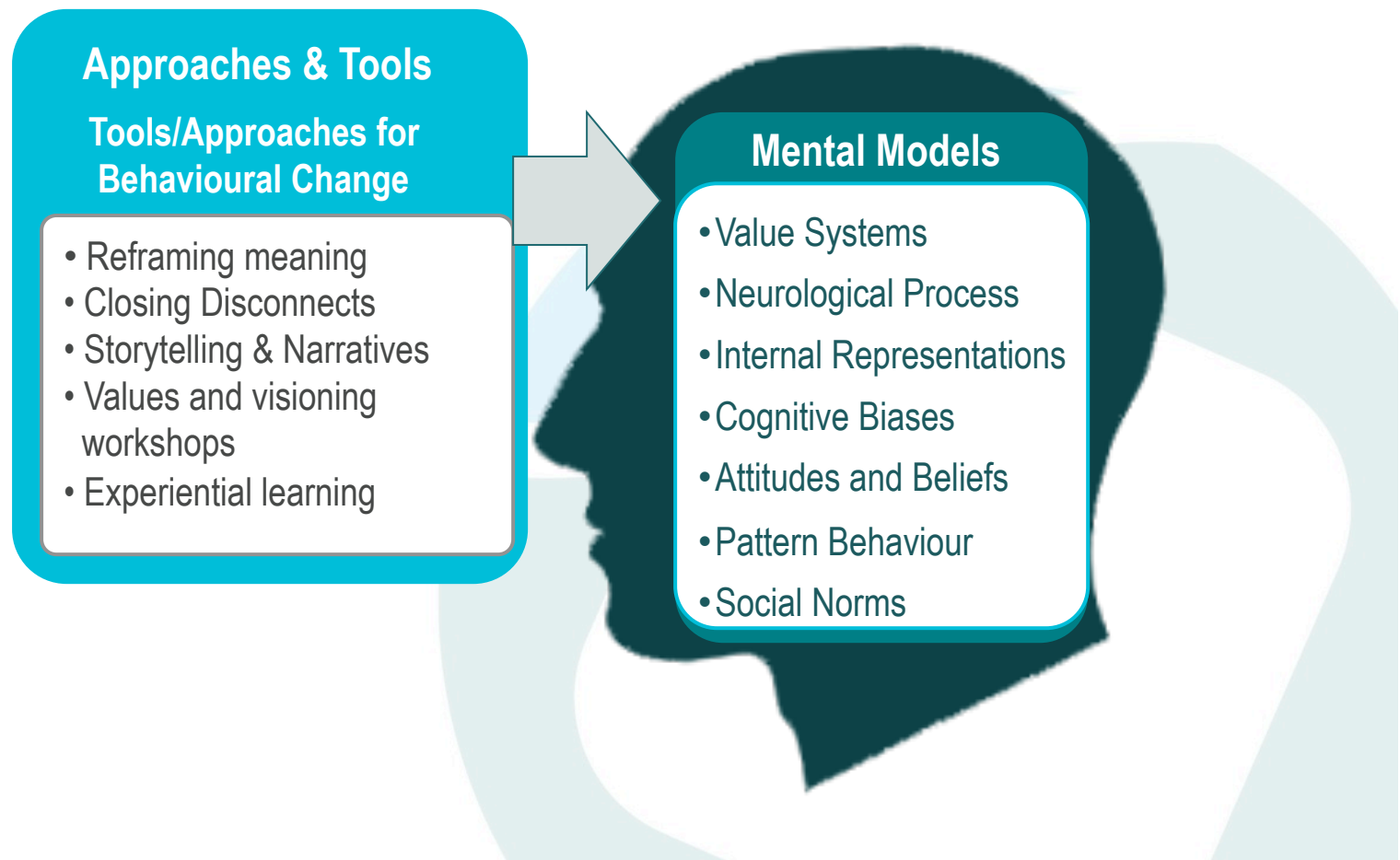
## Average washing temperatures:

- Europe 42.6 C
- Western Europe: 43.1 C
- Scandinavia: 54.5 C
- Eastern Europe: 44.1 C
- Southern Europe 40.1

Source A.I.S.E. 2009

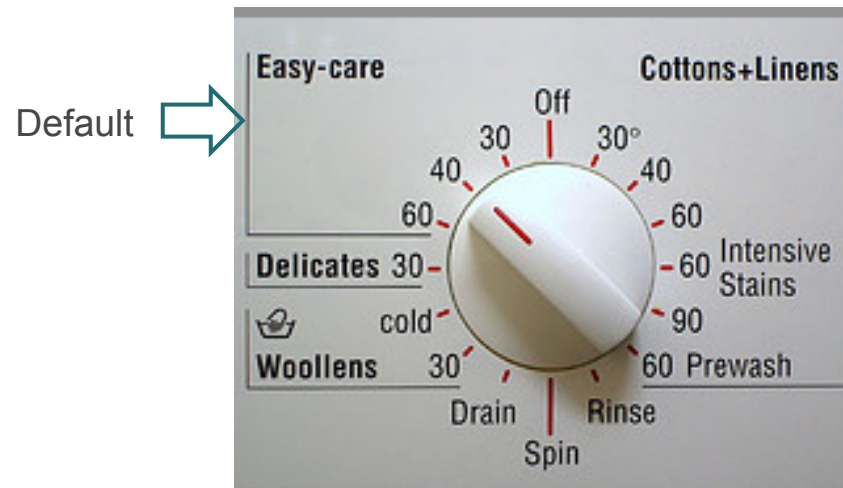
# Connecting Products to Sustainable behaviours:

Working with People, how they **really** are.



# Understanding the full system

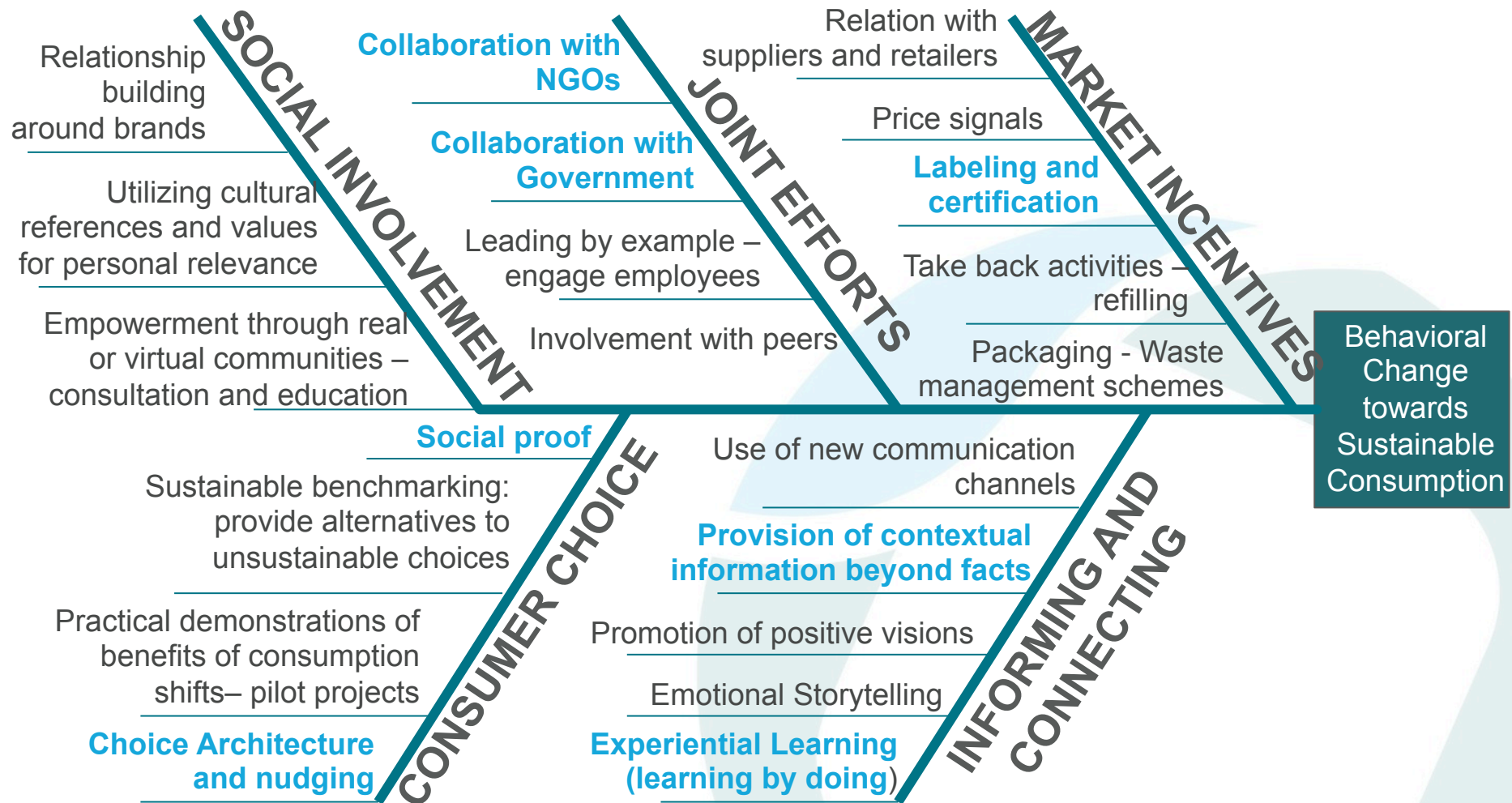
And what role the machine?



And longevity of the textiles?  
Renewability of materials?  
Quality of wastewater?

Source A.I.S.E. 2009

# Connecting products and behaviours: Using a diverse toolbox of techniques



# Choice Editing

## Choice-editing:

- Pre-selecting the particular range of products and services available to consumers.
- Choice-editing is seen by consumers as increasingly desirable as they look to others to organise the choices that they face.

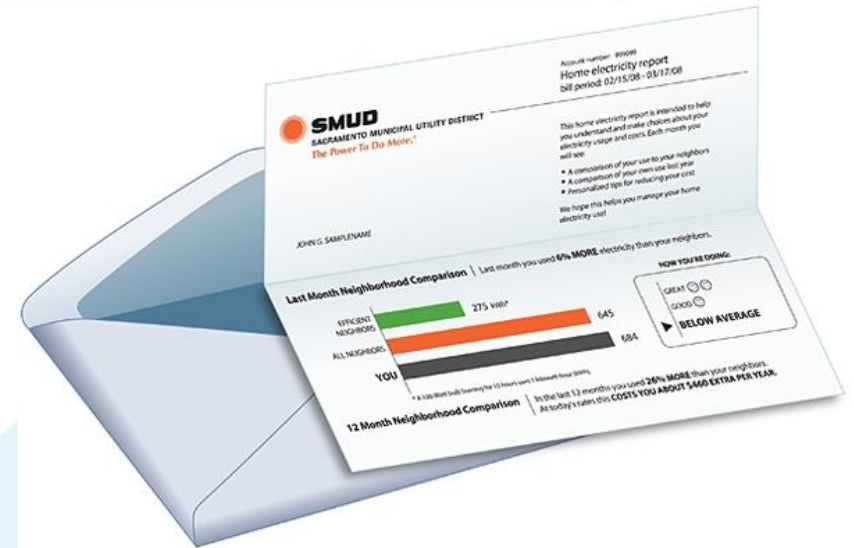


## Retail examples

- B&Q edits out non-sustainable wood and sources only FSC labelled wood.
- Sainsbury 's now only sells fair trade bananas
- Marks & Spencer only sells free-range eggs
- MEMO, German office supplier screens and lists best in class products available.

# Driving behavioural change

## Social proof and comparative measures



40% More saving

# Driving behavioural change: Further Nudges

## Transformative Experiences



YouTube

66% increase in people taking the stairs

# Strategies for Sustainable Consumption

## 4) Sustainability in context - engage with lifestyles.

What it means for our daily lives...

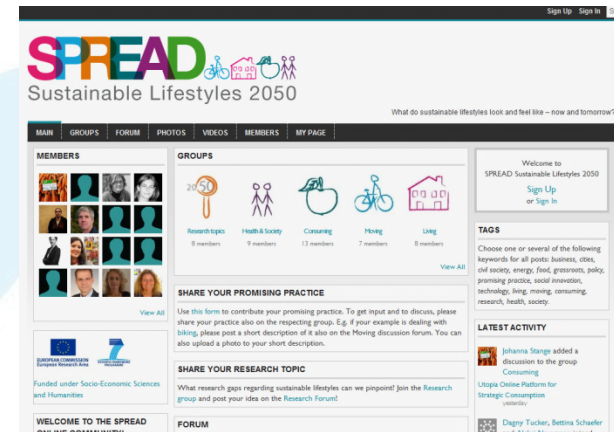




# SPREAD Sustainable Lifestyles 2050

## Developing a Vision & Action Roadmap for Sustainable Lifestyles

- Vision & Scenarios of more sustainable living
- Roadmap of strategic actions 2012-2050
- Innovation space identification for research, business, civil society and policy-making
- Network Platform of diverse stakeholders



## Promising Practice on sustainable lifestyles:

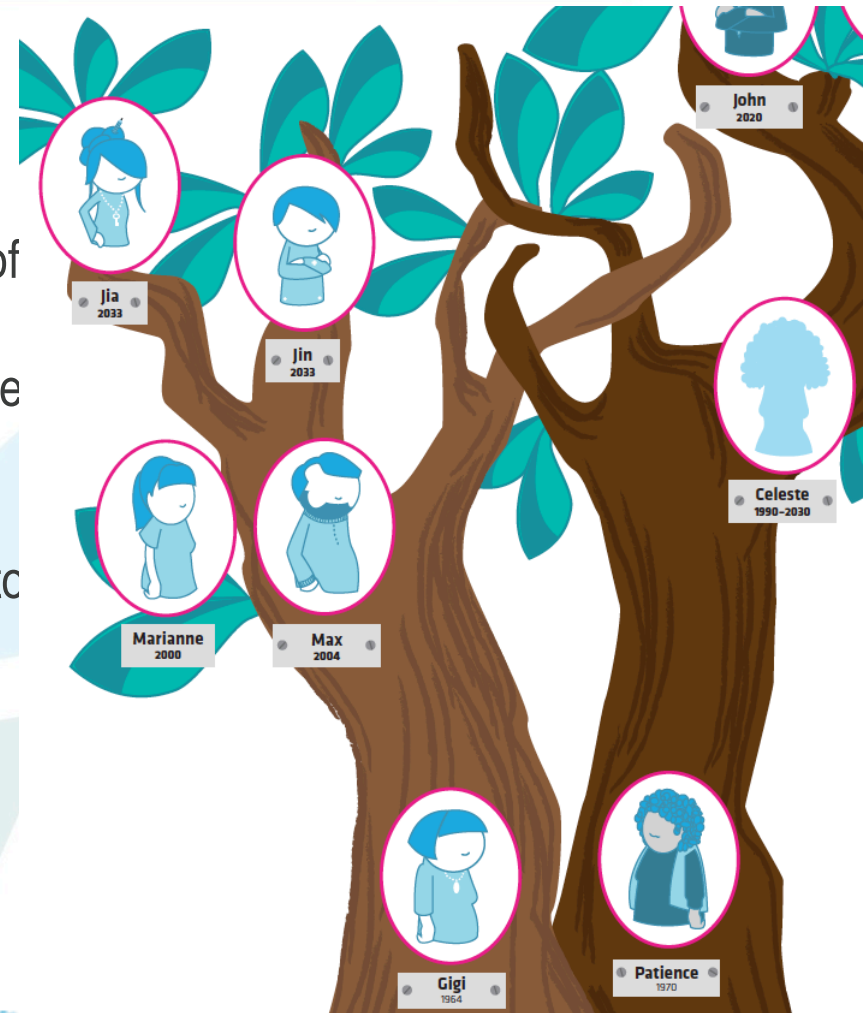
- **Visualisation Techniques:** imagining what sustainable living looks like makes abstract ideas tangible.
- **Entrepreneurs & Intrepeneurs:** bring a fresh spirit and added value add to the agenda. Growth of sustainable business models playing an important role in driving innovation and convergence of business and Society
- **Networks and Communities:** have important implications for future infrastructure
- **Technological Lifestyles:** new relationships with society and social innovation. ICT as enabler of certain stages of infrastructure or product development.

# Visualisation techniques-Future Visioning

## Vision 2050 Workshops

Inhabit the future by stepping into the experience of a family in the year 2050. We explore:

- > What underlying values and motivations must we address as we seek to encourage sustainable lifestyles
- > What new capacities must we develop in order to effect transformative change?



World Business Council for Sustainable Development

European Environment Agency



Deutsche Telekom

**NOKIA**  
Connecting People

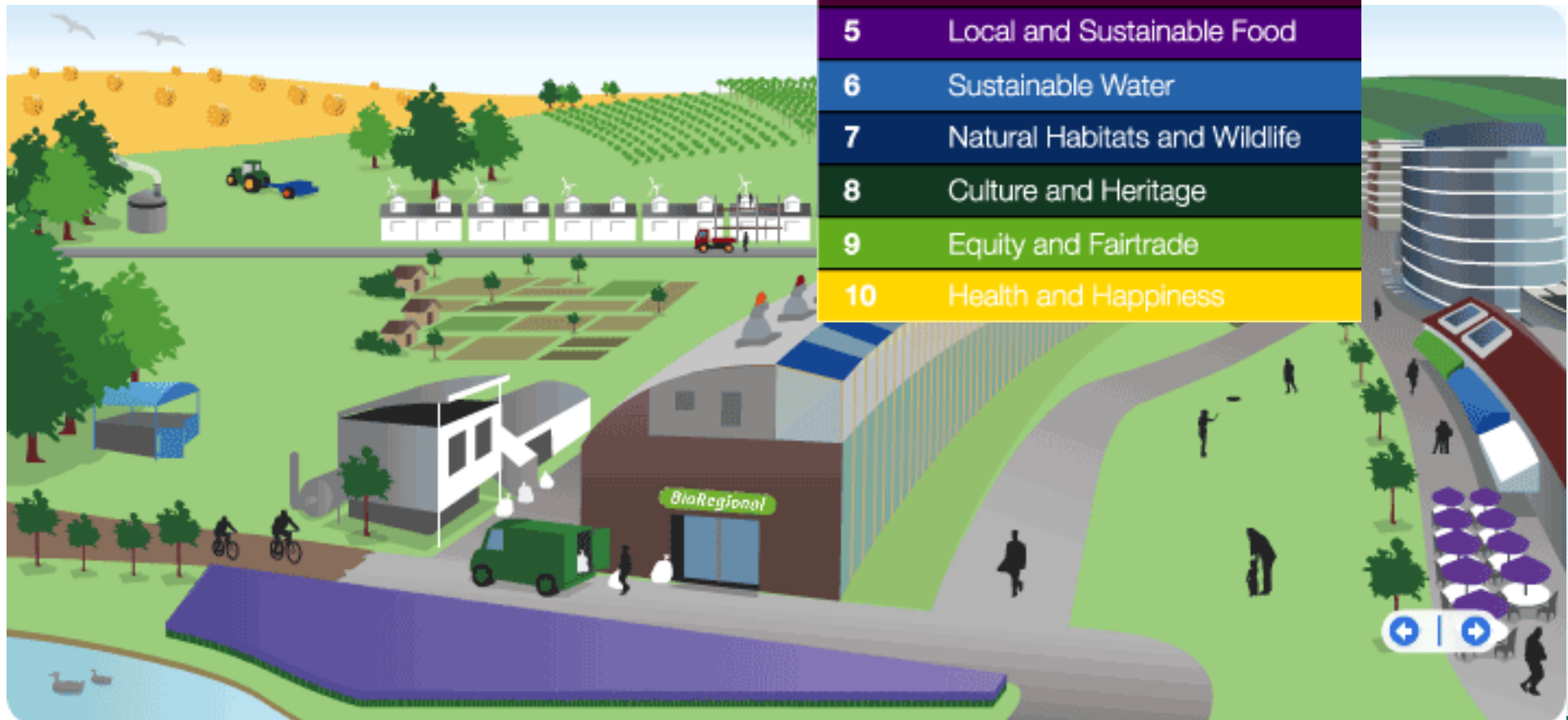
# Networks and Communities: lifestyle experiments

## One Planet Living

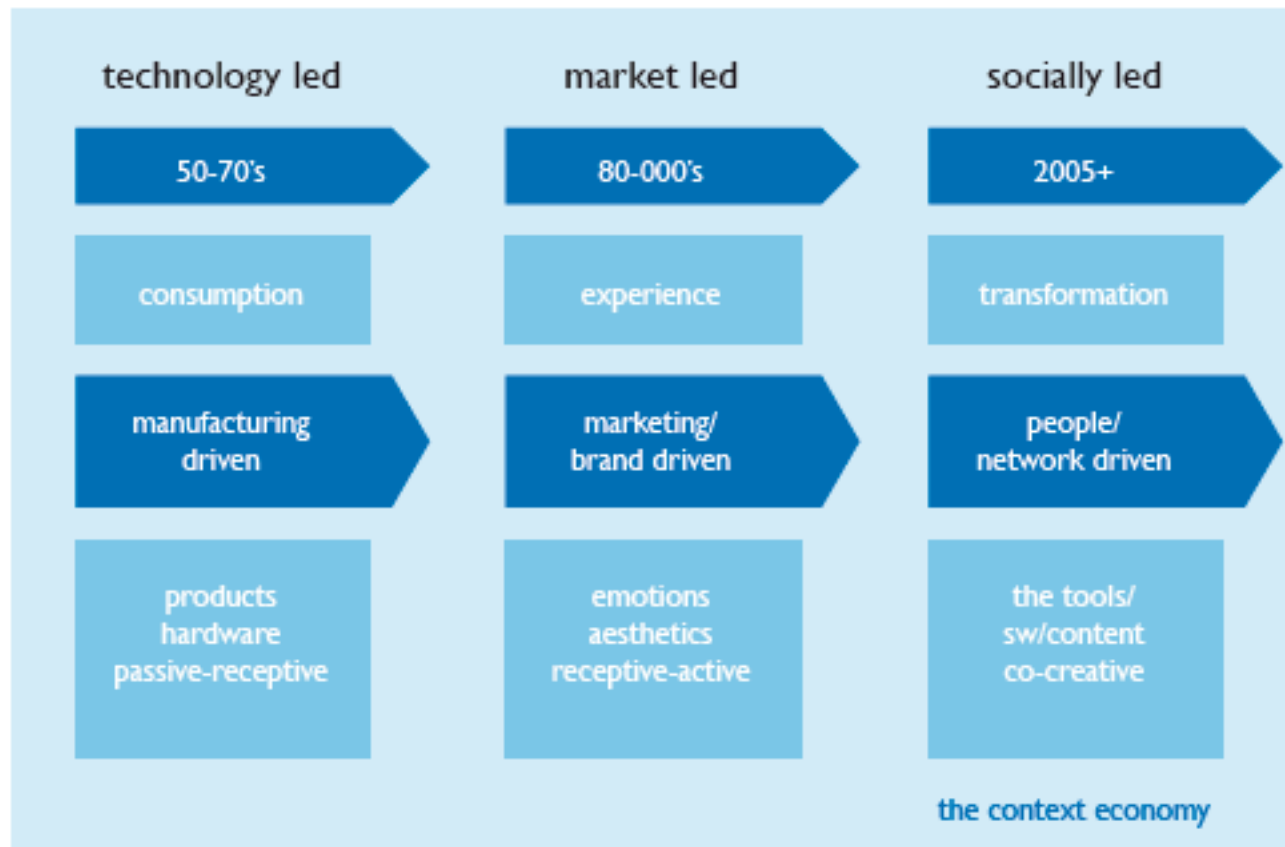
**BioRegional**

solutions for sustainability

- 1 Zero Carbon
- 2 Zero Waste
- 3 Sustainable Transport
- 4 Local and Sustainable Materials
- 5 Local and Sustainable Food
- 6 Sustainable Water
- 7 Natural Habitats and Wildlife
- 8 Culture and Heritage
- 9 Equity and Fairtrade
- 10 Health and Happiness



# Entrepreneurs & Intrapreneurs: The evolution to socially driven innovation






*Dorothea Seabode: The Changing Innovation Context.*

*Source: Josephine Green: Democratizing the future, 2007*

# Entrepreneurs & Intrapreneurs: Consuming differently: Collaborative models

Matching demand with resources...

	THE PROBLEM	THE SOLUTION
PRODUCT SERVICE SYSTEMS	<p>Half of U.S. households own power drills, but most of them are used for only 6 to 13 minutes during their lifetime.</p> 	<p>Zilok.com offers peer-to-peer daily rental of tools, camcorders, and other goods.</p>
REDISTRIBUTION MARKETS	<p>Americans discard 7 million tons of cardboard annually.</p> 	<p>UsedCardboardBoxes.com "rescues" and resells boxes to movers.</p>
COLLABORATIVE LIFESTYLES	<p>Millions of houses and spare rooms around the world are sitting empty and have "idling capacity."</p> 	<p>Airbnb.com, the "Match.com for travel," allows anyone from private residents to commercial property owners to rent out their extra space.</p>



# Entrepreneurs & Intrapreneurs: Consuming differently: Collaborative models

Relevant for private consumers

## Sporadically used household appliances

- drills
- kitchen machines
- washing machines

## Apparel

- clothing
- accessories
- sport stuff

## Life-phase specific goods

- skis
- babies' stuff
- university text books

## Space

- holiday flats
- gardens
- guest rooms

## Goods replaced by services

- online movie-renting
- decentralized answering machine & fax
- cloud computing

## Transportation goods

- city bikes
- cars
- lorries

## Office equipment and space

- printer/scanner/beamers
- joint kitchen, bath- & conference rooms

Relevant for companies as consumers

# Technological lifestyles: Technology meets Transparency:

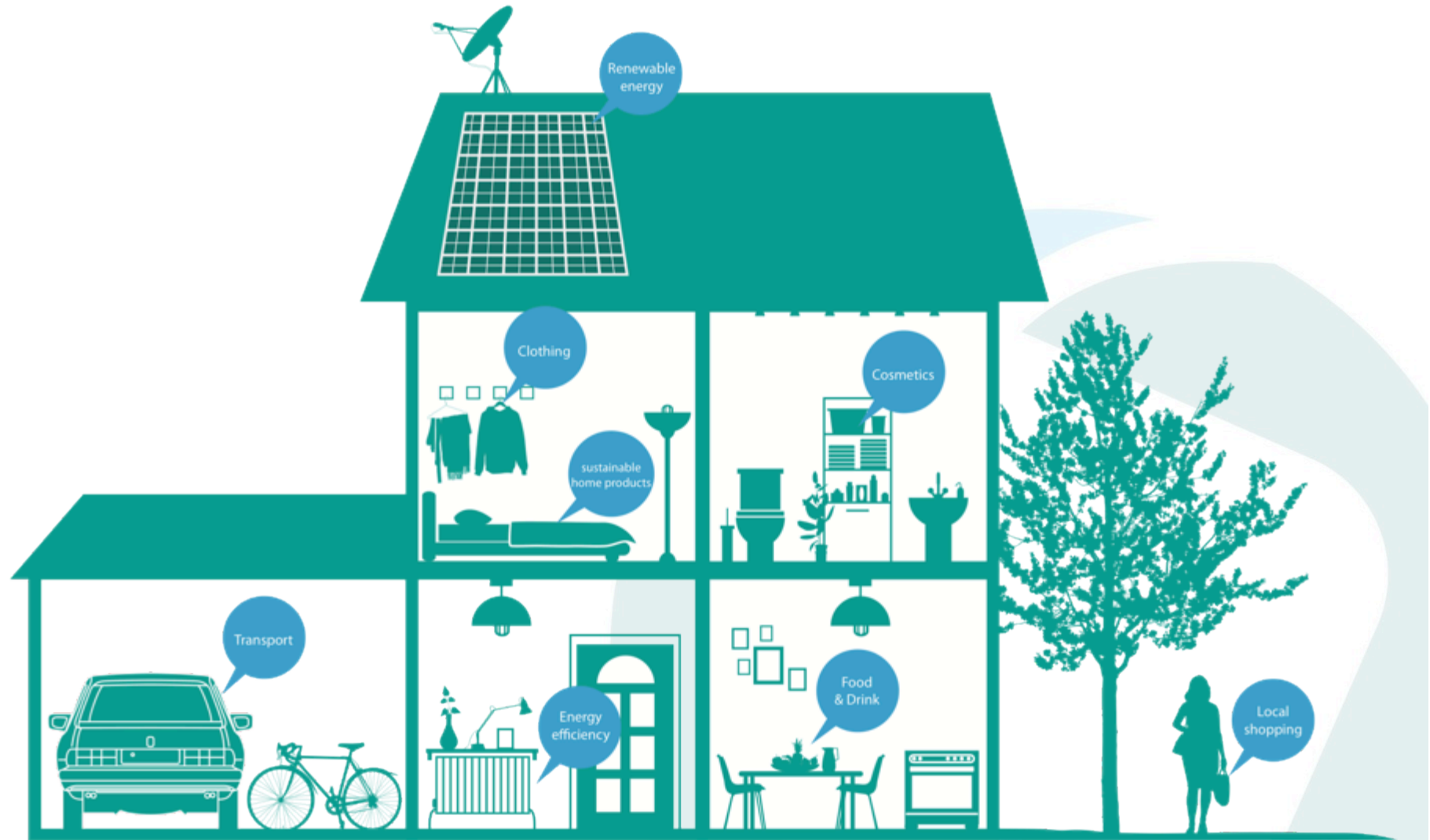
- Track and Trace at Point of Sale or Home
- Technology providers and GS1 working towards ever more advanced options
- Now even Rate the Raters Index
- Open source data sharing in business

**Demand for verified sustainability information is rising**





# Huge space for innovations



# Sustainable Consumption - Making it happen

There is no Sustainable Consumption without Sustainable Production and no Sustainable Production without Sustainable Consumption

Sustainable Consumption is context dependent - strategy should be based on system thinking

Sustainable products don't guarantee sustainable behaviour. Sustainable consumption requires addressing people how they really are and engaging with their lifestyles

Shift to a dematerialised economy will need new business models and demand re-evaluation of 'Value'

**The best way to predict the future is to invent it**



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# Thank you for your attention

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