



Sustainable Consumption Opportunities



UNEP

**Ministry for Protection of Natural
Resources and Environment,
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Foreword

Our country is experiencing a fast transitional period in terms of its political and economic structures. Serbia is determined to precede economic development by respecting social and environmental issues, taking in account cultural and other elements.

For me, sustainable consumption opportunities means – opportunities. Opportunities, challenge and solidarity in fighting with poverty and step-by-step responsible consumption building, including building sustainable management of chemicals and waste, eco-labelling, as well as cleaner production concept implementation. Concrete strategies and effective measures are required to effectively contribute to poverty eradication, sustainable consumption and production and the protection and management of the natural resource base for development.

The Workshop on Sustainable Consumption Opportunities, co organized by the Serbian ministry competent for environment and UNEP (Sustainable Consumption Opportunities for Europe and Post-Conflict Assessment Unit) held in Belgrade 21-22 March 2002, brought together national stakeholders from all sectors including local governments, industry, academy and civil groups, as well as consumers themselves, around Consumption Opportunities Policy Report. This Workshop is seen as one step towards sustainable development and responsible prosperity for Serbia.

The role of UNEP has been catalytic in mentioned process.

I hope that this document will be a valuable input for discussion with other countries within the project for building up sustainable consumption pattern across the region and in developing framework program.

Prof.dr Andjelka Mihajlov, Minister for the Protection
of Natural Resources and Environment of Serbia

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Introduction

As the post-conflict recovery process gains ever-increasing momentum in the Federal Republic of Yugoslavia (FRY), environmental protection must evolve alongside economic development. The post-conflict transitional environment represents an opportunity for FRY and to its republics to reform its environmental institutions, stop the degradation of its precious environment and, at the same time, create a sound economy that is based on the principles of sustainable development.

Consequently, at the request of FRY government, the Serbian Ministry for Health and Social Policy and its Directorate for Environmental Protection, together with UNEP (SCOPE and PCAU), co-organized a stakeholder workshop on sustainable consumption on 21-22 March 2002.

Sustainable consumption and production is an issue, which has been given increasing importance in debates on sustainable development since the Rio Earth Summit in 1992. Chapter 4 of Agenda 21 indicates the need for action on sustainable consumption, and invites all countries – on the basis of differentiated responsibility – to take action to promote sustainable patterns of production and consumption.

The intergovernmental policy debate, which has taken shape after Rio, has produced a variety of projects and programmes, and amongst these is the UNEP programme on sustainable consumption. Part of UNEP's programme is the 'Sustainable Consumption Opportunities for Europe' project, SCOPE. SCOPE (based in UNEP's Regional Office for Europe) aims to help countries of Europe, in particular Eastern Europe, to see sustainable consumption as a 'pathway' to sustainable development, bring new opportunities for all stakeholders. The aim is to establish national coalitions through which stakeholder dialogue and precise actions can form. The project is based on UNEP's policy strategy on sustainable consumption, *Consumption Opportunities*, which divides the actions required for sustainable consumption in a clear and positive way. Though the precise action outcomes are not yet clear, it is inevitable that these activities will form a contribution to the plan of implementation agreed at the World Summit on Sustainable Development (WSSD) held in Johannesburg in August/September 2002. The Johannesburg Declaration on Sustainable Development issued at the WSSD identifies 'changing consumption and production patterns' as one of the three 'overarching objectives' and 'essential requirements' for sustainable development, and the Plan of Implementation promotes a 'ten-year framework of programmes' towards sustainable production and consumption.

The *Consumption Opportunities* approach takes a broad strategic view of sustainable consumption, suggesting that 'green consumerism' is both ineffective in the more developed economies and often irrelevant in developing and 'transitional' economies. Instead, a more comprehensive analysis and package of measures is required which demonstrates the *positive* opportunities to be gained by reducing resource use across the whole of the economy, and by promoting and establishing patterns of economic consumption and social values which achieve quality of life without forfeiting environmental standards.

The first aim of the workshop was to present the *Consumption Opportunities* approach, and to encourage on that basis – with national and international expert input – a dialogue on what sustainable consumption means in the Yugoslav sphere. Secondly, the aim of the workshop was to help to establish a national coalition on sustainable consumption in Yugoslavia, and to encourage participants to commit to specific actions in that context. Overall it is hoped that a national coalition on sustainable consumption can indeed demonstrate the viability and usefulness of working on this issue in a 'transitional' context. Given success in this, the FRY coalition can work in a mutual supportive way with other coalitions within the SCOPE project, to attract increasing support – financial and political – for building up sustainable consumption patterns across Eastern Europe.

UNEP (Post-Conflict Assessment Unit - PCAU) is currently implementing conflict-related remediation and risk reduction measures at four environmental hotspots identified in 1999 (Pančevo, Novi Sad, Kragujevac, and Bor) This event is part of the UNEP Programme to remediate the environmental problems at the hotspots, and, to strengthen the capacities of the national and local environmental authorities on environmental management.

Workshop Planning and Preparation

Structure

The *Consumption Opportunities* report (see below) was used as the content and framework for the debate, which is the essence of the SCOPE project approach. Therefore, the report was translated and sent out to participants in advance of the meeting, and the other expert contributions, and discussions during the workshop were based around it.

On the first day, the *Consumption Opportunities* approach was presented, with responses from national 'sector representatives' indicating the usefulness of the approach to the various stakeholder groups. The national environmental and environmental policy context, relating to sustainable development and sustainable consumption, was also presented by national experts. Finally, international experts gave their analysis of the general viability of the four strategic elements of the overall approach.

On the second day, after a summary, the discussion was organised in working groups according to the four strategic elements identified in the *Consumption Opportunities* report, guided by the expert presenters. After intensive discussions, actions were proposed according to each element, and then the working groups joined together to discuss in plenary session the collective actions to be agreed, and whether or not to establish a national coalition or other body to co-ordinate the work. The workshop closed with a declaration on sustainable consumption, resolving to carry out the actions suggested in the context of a national coalition, with the support of external partners (including UNEP).

Both the plenary sessions and the working groups were jointly chaired by national representatives. See Annex 1 for the detailed programme.

Follow-Up

The meeting was assessed through feedback questionnaires which participants were invited to fill in. Using the *Consumption Opportunities* report, the declaration agreed upon in the meeting and the other materials presented at the workshop, the National Coalition which was initiated at the meeting will take responsibility for follow-up of the meeting, with input and support primarily from the UNEP SCOPE project.



Sustainable Consumption
Opportunities:
Day 1, 21 March

Opening Ceremony

The opening ceremony was presided over by Ms. Branca Andric, Senior Adviser, Directorate for Environmental Protection, Mr. Aleksandar Vesic, Directorate for Environmental Protection, Ms. Bilijana Djurovic, Ministry for Environmental Protection and Urban Planning of Montenegro, Francoise Belmont, Deputy Director, UNEP ROE, and Mikko Halonen, UNEP Post Conflict Assessment Unit.

Ms. Andric commented that after a long period of political and economic isolation from the international community, the workshop represented a great opportunity to re-connect to the international community. The discussion and the conclusions of the workshop would be the foundation for the discussion for the national strategy for sustainable development in FRY, and while it was important to expect prepare a realistic picture of what can be achieved, it was also worth hoping that sustainable consumption could be integrated with sustainable development within the national policy framework.

Mr. Halonen and Ms. Belmont shared information on UNEP's post-conflict work in the Balkans since 1999, and the general background to the UNEP's work on sustainable consumption. They both expressed enthusiasm at the opportunity to support, in various ways, the efforts in Serbia and Montenegro towards sustainable development and sustainable consumption.

Mr. Vesic said that indicators for sustainable consumption (SC) would be required to develop this issue further. He pointed out that, neither sustainable consumption (SC) nor sustainable development (SD) had not been the top priority in Serbia, but that, in the future, it will become an important issue, and now the preparation is in process. In terms of the legislative framework, various developments are in train, in the context of the general environmental protection law under negotiation. Since 2001, these issues have been rising on the agenda, though awareness still needs to be raised. In particular, green technology and green energy are seen as very important. Overall, however, the international community's support is going to be essential to make these issues more relevant and influential, and integrated in future planning.

Ms. Djurovic described the workshop as a great opportunity for Serbia and Montenegro, but also indicated that national, international and regional co-operation are essential.

Consumption Opportunities overview

John Manoochchri, Industry Expert in UNEP ROE, and author of the *Consumption Opportunities* report, presented the content of the report.

Sustainable consumption was raised as one of the key challenges of sustainability for the first time at the Rio Earth Summit in 1992. Since then progress on tracking consumption patterns, and devising the tools to change them, has been slow. However, the *World Summit on Sustainable Development in Johannesburg* marked the 10th anniversary of the 1992 Rio Earth Summit, and was the latest international opportunity to develop the strategies and evoke the commitment required to steer the world towards sustainability.

It became clear at the World Summit that what is necessary is not more ideas - it's how to put them together that counts now. And there's enough enthusiasm and goodwill from the relevant stakeholder groups - what's needed is clear goals, and the partnerships that will bring forth action from positivity. Indeed, the World Summit agreed that 'changing consumption and production patterns is one of the overarching objectives of, and essential requirements for sustainable development', and as such decided to promote 'a 10-year framework of programmes towards sustainable consumption and production'. *Consumption Opportunities* was prepared as a contribution to these intergovernmental commitments.

Consumption Opportunities and SCOPE

Consumption Opportunities takes a very positive outlook, integrates the many policies that have been suggested for sustainable consumption into one strategic framework, and identifies clear roles and incentives for the major agents involved in making change happen. In this view, sustainable consumption is a springboard to sustainable development, not a barrier preventing it.

In *Consumption Opportunities*, sustainable consumption is presented as a means of partnership and opportunity leading to increased quality of life for all. By focussing on the core challenges for each major agent involved, *Consumption Opportunities* invites governments, businesses, consumers and citizens to see sustainable consumption as one of the key pathways to sustainability. The balance of responsibilities, and particular challenges, arising from the different consumption patterns in developed and developing countries is also one of the issues assessed here.

And so, using the *UN Consumer Guidelines* and *Consumption Opportunities* as a basis, UNEP is starting a global process of capacity-building and dialogue to explore the positive opportunities of sustainable consumption, and to help develop the partnerships on the basis of which sustainable consumption will take place. The pan-European branch of this exercise is called *Sustainable Consumption Opportunities for Europe*, SCOPE.

What does *Consumption Opportunities* contribute?

Consumption Opportunities starts from an honest recognition that sustainable consumption has been obstructed by various problems since it was first raised at the Rio Earth Summit. *How does sustainable consumption precisely relate to sustainable development? Isn't it too complicated for politicians and citizens to take in? Surely it means having less?* These are some questions, which demonstrate the concerns and attitudes that blocked action on sustainable consumption. Perhaps most of all, sustainable consumption requires that we look beyond just consumerism into citizenship, and the real network of factors which influences consumption behaviour.

Consumption Opportunities tries to overcome these perceived and real problems. Firstly, it clarifies what sustainable consumption is in relation to sustainable development, and then separates out the various actions required, demonstrating who is responsible for what aspect. More than this, it also presents an incentivised picture of sustainable consumption, suggesting how sustainable consumption can help to improve quality of life, not reduce it. Finally, it ensures, by taking a broad and not simply economic approach, that the individual agents in society and the economy involved are seen as citizens, not simply consumers and producers.

In practice, *Consumption Opportunities* sets out a 'cycle of responsibility' which links the actions of each stakeholder to the others' in a strategic, positive and mutually supportive way. The headline recommendations of the report are the

- Dematerialisation, and
- **Optimisation** of consumption patterns.

Dematerialisation can be understood as **Efficient Consumption** of goods and services, where the amount of resources used per unit of consumption is radically reduced. *Optimisation* of consumption patterns, is more sophisticated. It requires

Different Consumption: an altered framework of economic and social choice,

Conscious Consumption: engaged consumers searching for quality across a wider set of issues,

Appropriate Consumption: seeing consumption as just one way to quality of life.

As the diagram on the following page indicates this package can both neatly be summed up in a few questions, and the chief responsibilities indicated in each area.

What does SCOPE do?

SCOPE operates at three levels. Firstly, it uses the *UN Consumer Guidelines*, a non-binding intergovernmental commitment to sustainable consumption, and *Consumption Opportunities* to stimulate a general debate on sustainable consumption issues at the national level, reviewing all concepts and strategies for their relevance to the national situation. At the second level, *Consumption Opportunities* helps to divide up the responsibilities among the various stakeholders, using the strategic framework above. SCOPE helps to build *National Coalitions for Sustainable Consumption*, which crystallise the cycle of responsibility in a national plan of action. In this way, realistic agreement can be achieved on what actions will be beneficial, and who stands to benefit in each instance. These first two elements are initiated through a structured, national workshop. Thirdly, SCOPE helps to monitor, co-ordinate and support specific actions in the framework of National Coalitions. SCOPE is, in various ways, promoting and helping to develop these actions already in Bulgaria, Estonia, Yugoslavia, Hungary, Russia, Spain, and the UK.

As part of the SCOPE programme of activities, a comprehensive web resource is being developed, to provide online access to the *UN Consumer Guidelines*, the *Consumption Opportunities* report (in both downloadable and interactive format), detailed secondary resource material, individual homepages for the various National Coalitions, and links to related activities.

The global UNEP sustainable consumption programme can be explored at www.unep.org/pc/sustain, and SCOPE is available at www.unep.ch/scope.

Strategic Elements

Major Agents

1. Dematerialisation – *Efficient Consumption*

What factor of increased resource productivity can we achieve in each product and service, and across each sector?



Industry
Government
Consumers

2. Optimisation – *Different Consumption*

What changes in choices and infrastructure will satisfy consumer demand more sustainably?



Governments
Industry
Consumers

3. Optimisation – *Conscious Consumption*

How can consumers increase their quality of life by 'choosing and using' more wisely?



Consumers
Industry
Government

4. Optimisation – *Appropriate Consumption*

Are consumption levels sustainable? Is consumption the best way to achieve every type of quality of life?



Society at large
Communities
Citizens

Sector Responses to Consumption Opportunities

Representatives from the main industry, government and social sectors were invited to present their response to the *Consumption Opportunities* framework and strategy.

Mr. Branislav Bozovic, Belgrade's Secretariat for Environmental Protection, commented that 'quality of life' is not an easy discussion topic in Yugoslavia. But at the same time, it was indeed necessary to catch up with developed world, for the sake of better environment and of course quality of life in the future. A 'qualitative leap' forward is required. Indeed, Yugoslavia is different from other transition countries, being in many ways ahead. In fact, there was for a long time public debate about resource 'rationalisation', in the 80s and early 90s, that is the efficient use of resources. However, in the 1990s, problems emerged which curtailed this debate. Now, given the problems of questioning the need to increase quality of life, the challenge is to move the debate from the idea/approach of 'sacrificing consumption' for a greater good, to seeking out the 'opportunities of sustainable consumption'.

One central problem for reaching more sustainable patterns of consumption/production is internalising the cost of environmental impacts into prices. However, this is very difficult in FRY as stable prices do not exist for many products/services, including environmental resources. Economic stability, whereby prices are reflecting costs in a basic way, is required before environmental corrections. Further obstacles to sustainable consumption exist, as remnants of the previous political order: over-consumption in some groups; corruption in various sectors e.g. infrastructure construction (over-luxurious buildings in the government sectors, housing industry, tourism/hotels).

Governments need to take a lead at the policy level, but the overall approach must be both top-down and bottom-up. In terms of bottom-up, the needs are first for education, then for personal responsibility. For this approach, to promote an 'opportunities' frame of mind, the core report of the workshop, 'Consumption Opportunities' will be very useful. With the support of the government, the required actions, at this stage, are:

- Setting up sectoral policy frameworks:
- Establishing model sustainable consumption programmes in cities.
- Public campaigns, public awareness-raising.

Mr. Bozidar Stojilkovic, Sintelon floor-covering company, gave a response on behalf of the industry sector. Sintelon introduced a quality management system in 1996; they are now working to obtain ISO 14001 registration. The crucial issue is how to make sure that a system for

environmental protection is an integral part of the core management approach. Sintelon has done this with their quality management system: the person in charge of quality management is one of 7 assistant directors in the company. Indeed, the overall education and training of management is a crucial issue.



Mr. Stojilkovic – industry sector response to Consumption Opportunities

Environmental management, as more sophisticated approach, is not only for identification of basic problems: many problems can be dealt with at once, both inside and outside the company. What remains essential however, is to identify benefits through an environmental management system. These are some ways by which such a system can deliver benefits:

- minimising waste means implementation of *good practice*, for *public reputation benefits*.

- minimising waste and therefore resource usage leads to *lower costs*.
- minimising hazardous and normal waste disposal also means *cost reduction*.

Inside Sintelon, to operationalise this approach, each part of the company has to analyse each year the quality and environmental protection issues they face (in particular overall resource use, and how to minimise and reduce waste). They have to make a concrete proposal on this topic, and then elaborate and carry out the proposed activity, e.g. reduction of electricity, increasing productivity.

In this way, Sintelon has indeed found sustainable resource consumption to be an opportunity: SC can support industry. However, there are more strategic issues in play, ultimately, over the question of how humans should behave: how much resource use is acceptable? Therefore, awareness on the part of consumers is essential too. But exploring these issues may also deliver a competitive advantage, if companies are aware of changing consumer expectations.

While different consumption is not only new technology – one can start with the revision of daily practices in the company with no new technology - investment and introduction of new technology is also required. This takes time as with investment over the long-term. Governmental policy must address these issues, with the establishment of regulation, to gradually move all companies in the right direction.

Overall, a popularisation of these issues is essential to make sustainable consumption fashionable. On a fundamental level, the issue of ‘Appropriate Consumption’ is far away and somewhat ‘mysterious’ – but it is about happiness, after all. To bring all the strands together, more guidance on implementation is required.

Mr. Vukasin Pavlovic, representing the Faculty of Political Science and the NGO Eko-Centar, made an initial contribution that poverty is a form of social pollution, which needs to be dealt with before anything. On the global level, inequality remains terrible, for example in terms of energy consumption. As for national consumption issues, there is a vicious cycle which matches somewhat the political situation: more of a certain practice leads to ever more. As a result of this hunger for ‘more’, there is an inner poverty, and children are being brought up simply to be consumers. Technology also reflects this issue with ever-shorter product-lives.

However, there is no economy at all with no consumption. Therefore some ideas must be brought back into play, about minimalism – finding the right level for our real needs. Producing ‘more with less’ is interesting and an important technical challenge, but producing ‘less with less’ is the real social challenge. This principle must be coupled with the precautionary principle, and new technologies must be regarded with suspicion until they are proven good.

As for strategic avenues, the connection between mass production and mass consumption with the intervening role of the advertising industry should be explored. SC should be put be seen in terms of these broader issues, with a strategy to match. Two methods are required, therefore: top-down and bottom-up. The former includes national strategy, good executive government, appropriate institutions for developing policy and law; and the later requires good civil organising, where values and focus on the important issues are essential.

Ms. Hristina Carapina, of the Energoporjekt Corporation, presenting situation of the waste management programme in Belgrade, gave a broadly negative assessment, which suggested the need for:

- minimisation of waste (including changes to production methods) which is not being taken seriously;
- better waste recovery and recycling rates, currently not adequately pursued;
- promotion of the different recovering procedures, again not pursued properly;
- reduction and proper collection and containment of hazardous waste (generated during industrial production, and in increasing amounts).

Industrial waste management is inadequate she claimed, with most waste simply going to landfill. The impact, for example, of mining projects is huge, and is without proper waste management systems. Packaging waste is increasing, and has no special policy associated with it. One industry is leading the way, however, and this is the pharmaceutical industry, handling their waste properly.

For an improvement in the overall situation, 5 framework conditions are necessary:

- i) better data;
- ii) overall strategy and planning for waste management;
- iii) proper technology;
- iv) economic measures and incentives to change industry practices;
- v) increase in overall management capacity.

To achieve sustainable consumption, it is necessary thus to rationalise the whole process.

Mr. Rade Sarcevic, of the Recycling Agency of Serbia, suggested that, above all, information, education, and awareness raising are essential. On the top of this, joint efforts between society, government, local administration are required to develop and adopt laws and regulations which are necessary. Technology is important, but financial resources (through privatisation, grants, investments, etc) are required. In the Republic of Serbia, scientific and policy experts do have the capacity to deal with the problem; and indeed the Serbian government is establishing a new policy framework for addressing these problems.

On the demand side, how products are packaged and labelled, are crucial issues for engaging the consumer. Public interest groups working on consumption are becoming, as these issues develop, the most important player in the field of SC.

Prof. D. Todic, from the University of Applied Science, Belgrade, said that theoretically and conceptually SC is a new thing. There is no reference in the textbooks available locally. Thus, the material prepared by UNEP could make Yugoslavians more ready and able to analyse concrete questions and answers. However, the report is too theoretical: SC should be discussed in the framework of political economy, with more concrete demonstrations, in terms of the possibility to implement the principles in national policies, etc.

More concrete indicators are crucial to guide action on SC and SD, in particular to allow each region to undertake specific measures. One reason for this is that environmental legislation does exist – in terms for example of environmental impact assessment – but this is not necessarily correlated with sustainable development overall. This leads to the need for economics and economic instruments generally to follow the requirements of sustainable development: a national Commission to deal with these issues, and a ‘soft law’ approach to frame the policies may be required.

Ms. Branka Andric, Senior Adviser, Directorate for Environmental Protection, outlined the main targets in the area of sustainable development for Serbia: capacity building, sustainable use of natural resources, implementation of the ‘polluter pays’ principle, and full implementation of already-signed international environmental conventions. In 2001, the new law for environmental protection was established, with elements still under discussion. Furthermore, the Directorate for Environmental Protection in Serbia will be upgraded to full Ministry later in 2002.

Specific actions by the Directorate included ensuring environmental impact assessment during privatisation processes, and a focus on the remediation of so-called ‘environmental hotspots’ remaining after the Kosovo conflict. The priorities for this year remain the development of a national environmental action plan, with input from the World Bank; an environmental performance review, conducted jointly with the UN/ECE, as a preparation for greater implementation of international environmental conventions; harmonisation of policy to the EU *acquis communautaire*; development of training for environmental inspection and the development of a mobile toxicological unit; and producing a new strategy for waste management in Serbia. In 2003, a step-by-step approach toward EU accession is Serbia’s priority. A new issue to consider is life-cycle assessment.

However, on the down side, not enough monitoring has taken place due to the local financial problems. Serbia does not have sufficient data on hazardous waste, pollution, solid waste, because of the lack of funding and difficulties to identify suitable expertise. Mining, energy, oil, gas, transport – all these key industry sectors are major problems in terms of monitoring and regulation: impact assessments and issuing of environmental permits are in place, but there is great room for improvement.

Ms. Biljana Djurovic, Ministry for Urban Planning and environment of Republic of Montenegro, pointed out that in 1991, during the preparation for the Rio Summit, September, Montenegro adopted a declaration that Montenegro was an ecological state, which aimed to act as an overarching guide for social and economic development. On the basis of the declaration, all citizens have a right to have a healthy environment and receive all information related to environmental quality and protection; and state should protect the environment, reducing freedom of the economic activity if necessary.

The Declaration was presented in Rio, but it is well known that after Rio political issues blocked the advancement of this general approach in Montenegro. However, in 2000 the following actions were taken: a national Agenda 21, a 350-page action plan for sustainable development, was produced. Contents include the following points: to meet the required ecological standard, all emissions must be limited to the environmental carrying capacity; a target to increase to 10% or greater use of renewable energy; and housing, health protection, and job security should all be improved. Strategic goals include the sustainable use of natural resource, change in laws at national and local to achieve this, and integration of SD in various sectors.

Industries must move into voluntary associations and action plans, including adopting of environmental modernisation strategies and ISO 14001 certification. Already 100 companies are registered to this standard. For example, the government itself, in 1993, adopted a public service quality management system, ISO 9001-3. Although Montenegro promotes a voluntary approach, a framework law on environment was adopted in 1996. This includes, EIA provisions and mandatory insurance for 3rd party liability, environmental inspections, and financing for environmental protection. The current national environmental monitoring programmes are: air, ground water, radio nuclear contents, soil, biodiversity, which are carried out by three national institutions jointly. The Ministry produces a state of the environment report every year.

In order to establish a strategy for sustainable consumption and production, environmental awareness of the consumers needs to be raised, partly through the introduction of eco-labelling. Business models of fully environmentally acceptable production and process must also be promoted.

Three substantive interventions from the floor were made. Mr. Dragomir Dragic, from the Municipality of Bor, wanted to draw attention to the specific and special problems of Bor. Since 1993 in Bor, due to the activities of the RTB Bor mining company, millions of tons of copper, gold and silver were extracted and all of the waste from the mining activity was left behind. 19000 ha have been left polluted with heavy metals. This leaves both environmental destruction, and economic uncertainty. Despite numerous studies on air, emissions, etc, results are not forthcoming. What is required is the establishment of relevant institutions to address these issues. Government measures are essential, more studies on potential action, and international attention and assistance to solve the Bor problem. Overall budgets are nationalised but the environmental damage is localised. Some compensation has been forthcoming, but the real issue for the future is pollution *prevention* – no polluter pays principles have been implemented, as yet. *Consumption Opportunities* indicates that between 20 to 24% of overall consumption is by governments: consumption of resources is not only from the consumers. At the end of the day, the natural resource base and the heritage of the environment require a full national environmental strategy: these issues should be addressed as soon as possible.

Ms. Olga Cvetanovic, YU ORBIS Centre, called for less technical terminology (unlike 'Dematerialisation' for example). Practically speaking, in any case, the solution relies on good governance and management, not technical approaches.

A third intervention came from Ms. Sonja Prodanovic, EcoUrban Workshop, Belgrade, an NGO focussing on architecture and planning. She asked why scientists have not been engaged in the policy making for the environmental issues. Given how many people there are who are familiar with SD and international environmental issues, there are resources available to support the Ministry in its work, which could be used more efficiently. In this way, the preparation of legislation would be both easier and more transparent.

International Expert Presentations

International experts gave their presentations on the various elements of the *Consumption Opportunities* approach. For key slides from presentations, see Annex 2.

Dr. Rada Olbina, EBRD, made the presentation on *Efficient Consumption*, the first of the four strategic elements of the *Consumption Opportunities* approach. The essence of *Dematerialisation*, the core of *Efficient Consumption*, is to minimise the impact on the environment and the natural resources. This will be done through increasing the efficiency of in terms of production and product design, which also includes waste minimisation. Such actions will not only reduce environmental impacts but also costs, in terms of storage, production, disposal of wastes, and environmental costs and liabilities. Her presentation gave an example of cost-saving and environmental protection through *Efficient Consumption*.



Dr Olbina, EBRD, presenting opportunities of Efficient Consumption

The following points summarise the main lessons for the participants from the perspective of *Efficient Consumption*:

- It is of utmost importance for CEE companies to improve quality of their products to be able to compete in the international market, to ensure their survival and future prosperity
- Companies need to improve their managerial, financial, operational, and environmental performance as an integral process;
- Based on for example, UNEP and OECD's initiatives, such as SCOPE, it has been proven that the best way of improving companies' environmental performance is to improve understanding of their business systems;
- Improvement in business systems (ISO 9000 and ISO 14000) often bring substantial improvement in environmental performance. Contrary, environmental improvement is very costly and may not bring about better business performance;
- Applying environmental protection, as per the example from Slovenia, brings improvement of overall business management and decision making process.

The recommendations for action are therefore the following:

- Environmental protection should be viewed as integral part of business management;
- All costs of business activities should be identified, including environmental costs;

- Environmental costs reduction should be encouraged through improvement of business management;
- Governmental bodies responsible for industry development and environmental protection should work together in promoting this concept of dematerialization - consumption efficiency;
- Training and education of business managers should be carried out through chamber of commerce and/or business association where companies can share their experiences.

Mr. Sander van Bennekom, ANPED, gave the presentation on *Different Consumption*. He reviewed the history of how the concept of sustainable consumption developed and why its implementation has so far failed. He emphasised the importance of the reform of subsidies, but pointed out that the barriers to subsidy reform are substantial and complex, with strong vested industrial interests. Governments, therefore, are not simply able to reform subsidy regimes at will, and more detailed analysis is required than simply demanding a change in subsidy patterns. He also called for more involvement of civil society for policy formation.

Ms. Breda Kutin, Slovenian Consumers Association, gave the presentation on *Appropriate and Conscious Consumption*, the third and fourth elements of the *Consumption Opportunities* approach. She presented the development of the consumer's movement and its strategies (lobbying, initiating public debate, and obtaining credibility from the decision makers). She also pointed out the importance of policy changes for modifying consumers' behaviour toward sustainable consumption.

Efficient Consumption Case Study

COLOR, Paint and Lacquer Company, Slovenia

Using a quality and process management system to track raw material inputs, waste outputs, and saleable, recoverable waste the following figures were collated for COLOR paint and lacquer company in Slovenia (see slides in Annex 2 for full details of methodology):

Production, Generation and Recovery Quantities (kg/year)

• Raw materials used	3,415,373
• Products produced	3,210,451
• Waste generated	204,922
• Secondary raw material recovered	130,536
• Release (products loss)	71,723
• Finally disposed waste	2,664

These figures allowed a cost analysis to be developed, which revealed the following source of lost revenue through waste and wastage of raw materials:

Cost Analysis of COLOR Production

Raw material costs	C1	
Labour costs	C2	
Depreciation	C3	
Other production costs	C4	
Product loss through release	C5	€ 35,413
Waste management costs,	C6 + C7	€ 32,257
<hr/>		
Total Costs		€ 5,687,922
Revenues on product sale	PR1	
Revenues on secondary raw material sale/reuse	PR2	?
<hr/>		
Total Revenues		€8,491,886
<hr/>		
Profit (Total Revenues – Total Costs)		€2,803,964

In order to boost revenues accruing from sale of secondary raw materials, or their re-use, Color took the following actions:

- Better sealing of production vessels to reduce product waste;
- Minimisation of waste at final disposal by applying thin-layer evaporation technology to recover secondary raw materials;
- Identification of all activities and their costs;
- Improvement of production and maintenance strategies in the Company by applying ISO 9000 and ISO 14000 systems certification.

Conscious Consumption Case Study **Consumers' Association of Slovenia**

The Consumers' Association of Slovenia (ZPS) is an example successful consumer advocacy work in the CEE region. The following is a summary of its work and achievements:

Campaigns and activities promoting sustainable consumption

- publishing of a comparative testing in the consumer
- magazine *VIP* which provides two indicators for helping to choose products: *environmental impact* of product and *wastefulness*
- publishing of leaflets and brochures since 1993
- conducting educational programme for women on farms on how to save water (started in 2000)

Capacity building, networking, partnerships

National

- founding member of Slovene NGO Center
- active participation in NGO coalition for GMO free Slovenia (drafting of the GMO law²⁸)

International

- membership in BEUC, CI
- participation at Codex Alimentarius, FAO, WTO
- active across CEE, SEE regions

Recent and effective ZPS campaign: proposing the preparation of draft GMO law

- strong NGO initiative to initiate public debate
- strong lobbying effect resulting in active participation of the National Council
- several awareness campaigns by ZPS and environmental NGOs to the industry and trade
- resulting in much media attention and thus increase in consumer awareness
- achieving of GMO law being presented to parliament this year

Lessons learnt from GMO campaign

- find a common issue to achieve wide consensus
- fight for institutional environment and capitalize on it for future activities
- keep it transparent, control continuous information flow
- involve all interested parties in a common goal, from local to national
- have measurable parameters to show improvements
- keep up the pressure!

Opportunities from this experience to be used in the future and by others

- use the achieved change in the process of active communication within NGO coalition nationally and internationally
- capitalize on gained trust with government and industry, for example drafting new legislation or improving the old one
- open communication with media and consumers via publishing activities: personal services, press conferences, talk shows

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Sustainable Consumption
Opportunities:
Day 2, 22 March

Summary of Day 1

Following the presentation of the summary of the first day's discussion, given by Ms. Francois Belmont, UNEP ROE, the second day was dedicated, in three working groups, to developing of themes and actions. The working groups were chaired by the international experts, Dr. Rada Olbinar, *Efficient Consumption*, Mr. Sander van Bennekom, *Different Consumption*, and Ms. Breda Kutin, Slovenian Consumers Association, *Appropriate and Conscious Consumption*.

Efficient Consumption Working Group

The active discussion ranged from conceptual to practical issues, and there was intensive sharing of information. Access to finance for modernising production processes and introducing equipment for environmental improvements was a major focus of the discussion. In particular, the issue was raised of who to contact in what organisation, for help to develop proposals; indeed, how to know which organisations to approach for funding.

It was also identified that currently a general problem is the lack of a network through which to share information, knowledge and expertise. It was therefore decided to start a network, including all contact details of relevant people and institutions, and much information was exchanged at the meeting. Further aspects of the network were expected to be:

- sharing information (technology, financial institutions) and networking;
- organising, training, and education for business managers (in modern management tools and methodologies, in addition to environmental features).

The recommended actions to be taken by companies are:

- assessing/evaluating the current business situation and conditions;
- taking action to optimise resource use and improve the efficiency of the processes step by step;
- prioritising the problems to be solved, preparing investment projects and approaching financial institutions for project evaluation and financing.

The framework proposed for implementation of such actions consists of

- setting up an information network under the framework of UNEP SCOPE and/or other international organisations;
- utilising the existing institutions in the country, such as Federal and Republic/local Chambers of Commerce, Industrial Professional Associations for acquiring and disseminating knowledge and experience, and for information sharing and providing training.

Different Consumption Working Group

On the basis of the *Consumption Opportunities* approach, the working group suggested the following actions to be taken.

- Comprehensive study on advantages and disadvantages of current economic incentives, opportunities for positive incentives are required.

- It is necessary to improve implementation of environmental laws including:
 - creation of multi-stakeholder advisory body, education of inspectors and judges on environmental laws
 - draw on experiences from other countries;
 - create positive financial incentives for compliance;
 - decentralise responsibilities to local authorities including fund raising and enforcement.

Also, the following actions were recognised as important:

- creation of national environmental fund;
- creation of National Committee for Sustainable Development with cross-sectoral Ministerial representation;
- develop/improve public access to information and transparency in decision making, increase support to civil society (NGOs) and local governments (municipalities);
- development of environmental materials in school and university curriculum;
- international and regional efforts for developing certification schemes for organic agriculture.

Appropriate and Conscious Consumption Working Group

Potential opportunities through sustainable consumption were identified as follows:

- sustaining energy consumption of households by replacing obsolete domestic appliances with new ones;
- building and renovating energy efficient housing using non-toxic materials;
- making renewable energy available for household use.

The recommended future activities are:

- establishing co-operation and networks among NGOs and partnership with business and government;
- applying best national and international practice and experience;
- defining clearly the division of labour and objectives of different stakeholders and ensuring transparency of process.

Concluding Plenary Session

The final session of the workshop received the reports of each working group, the discussion who would take action and how, and the discussion of the draft resolution. Before that, Ms. Andjelka Mihajlov, Ministry for Health and Environmental Protection, Directorate for Environmental

Protection, made a presentation on 'Importance of the workshop in National Environmental Agenda'.

The meeting endorsed the idea to create a National Coalition for Sustainable Consumption, and the delegates at the meeting agreed that they would become the first members of the coalition (see Annex 3 for full list of participants).

The Directorate for Environmental Protection, Ministry of Health and Environmental Protection (Head of Secretariat: Andjelka Mihajlov, Focal point: Jasminka Terzic) was nominated as a Coalition Secretariat. The secretariat was committed to develop and contribute to the National Coalition for Sustainable Consumption, which would be open to all stakeholders in Serbia and Montenegro. It was agreed that the draft resolution would be reviewed by both UNEP and the secretariat in Yugoslavia, and finalised within the following weeks. It was, also, agreed that within the following months of this declaration the secretariat will have drafted with UNEP the Coalition Action Plan for distribution and approval by Coalition Members.



Sustainable Consumption Opportunities - Plenary Session, 22.3.2002



Sustainable Consumption Opportunities: Follow-up

Follow Up

The main follow-up actions include the finalisation of the resolution to establish a National Coalition, establishment of the Secretariat for the coalition, and the recruitment of new members, and the development of an action plan. This work will form the Yugoslavian contribution to the SCOPE programme of activities. Part of the work of the Secretariat will be to ensure there is a network of members, with the *Consumption Opportunities* report and other relevant material, ready to take action on the basis of the recommendations of the workshop, to contribute to its implementation.

National Coalitions for Sustainable Consumption as part of SCOPE are taking a variety of paths to developing an action plan. In the UK for example, there is activity underway to develop a set of activities along two lines: *headline* activities, being main general national action themes; and *sectoral* approaches, which focus on the activities of a particular sector. The headline activities include a focus on national targets for *dematerialisation*, and on citizenship activities to promote *appropriate consumption*. The sectoral focus is on the food and electronics sectors.

Such an approach might be relevant to activities in FRY, although the activities chosen would need to reflect specific needs of the country. Using the workshop recommendations, it would be important to focus in terms of headline activities on establishing the incentives for *dematerialisation* in terms of an **information database and network** giving details of funding opportunities and application methods for industry development. In addition, support is required to help guide the government in creating the framework for *different consumption*. This might take the form of a **National Panel on Sustainable Development** made up of experts, which can act as an independent advisory body, providing advice and comments on the development and implementation of relevant environmental laws, including in particular waste management. Obviously, as is indicated in *Consumption Opportunities*, if a waste management scheme is strong, it can support the transition to dematerialisation in industry, by making the costs of waste much clearer.

In terms of sectoral approaches, **agriculture** may be suitable as a sector which, particularly if certification of organic production is better established and promoted rapidly, could demonstrate the economic benefits of sustainable consumption. Another sector is production of **household products** (refrigerators, radios, etc), which if produced under an efficient consumption approach, could contribute to both economic development and consumer awareness of the benefits of dematerialised production.

These are, therefore, some proposals for the shape of the FRY National Coalition on Sustainable Consumption, with suggested lead partners:

Headline Actions

- *Dematerialisation/Efficient Consumption*: **Information database and network** – industry organisations, with government (and intergovernmental) support.
- *Optimisation/Different Consumption*: **National Panel on Sustainable Development** – government with other stakeholders, in particular academics and technical experts, focussing in particular on waste-management strategy and legislation.

Sectoral Approaches

- **Agriculture**: Promoting *different consumption* and *conscious consumption* through certification of and investment in organic agriculture – led by consumer associations, in collaboration with industry associations and government agencies.
- **Household products**: Establishing markets for dematerialised products and services, thus achieving *efficient consumption* and *conscious consumption* – industry associations with consumer associations, supported by government.



Sustainable Consumption
Opportunities:
Annexes

Annex 1: Workshop Programme

Day 1

9.30 - 10.00	REGISTRATION Hotel Mladost, Belgrade, Main Entrance
10.00 - 10.45	OPENING PLENARY SESSION <i>Co-chairs: Mr. Mikko Halonen, UNEP and Ms. Branka Andric, Ministry for Health and Environmental Protection - Directorate for Environmental Protection</i> <i>Speaker 1: Ms. Francois Belmont, UNEP ROE</i> <i>Speaker 2: Mr. Aleksandar Vesic, Ministry for Health and Environmental Protection- Directorate for Environmental Protection</i> <i>Speaker 3: Ms. Biljana Djurovic, Ministry for Urban Planning and Environment of Montenegro</i>
10.45 - 11.15	COFFEE BREAK
11.15 - 12.00	PRESENTATION OF <i>Consumption Opportunities</i> REPORT <i>Co-chairs: Ms. Françoise Belmont, UNEP ROE and Ms. Branka Andric, Ministry for Health and Environmental Protection - Directorate for Environmental Protection</i> <i>Mr. John Manoochehri, UNEP ROE</i>
12.00 - 12.30	DISCUSSIONS & DEBATE; Q & A PERIOD
12.30 - 13.30	LUNCH BREAK
13.30 - 14.30	SECTORAL RESPONSES TO <i>Consumption Opportunities</i> <i>Co-chairs: Ms. Françoise Belmont, UNEP ROE and Ms. Branka Andric, Ministry for Health and Environmental Protection - Directorate for Environmental Protection</i> <i>Mr. Branislav Bozovic, Belgrade's Secretariat for Environmental Protection</i> <i>Mr. Bozidar Stojiljkovic, "Sintelon"- Floor Covering Producer</i> <i>Mr. Vukasin Pavlovic, Faculty of Political Science and "Eko-centar"(NGO)</i> <i>Ms. Hristina Stevanovic Carapina, "Energoprojekt-industry"</i> <i>Mr. Rade Sarcevic, Recycling Agency of Serbia</i>
14.30 - 15.30	NATIONAL STATUS REPORT <i>Co-chairs: Ms. Françoise Belmont, UNEP ROE and Ms. Branka Andric, Ministry for Health and Environmental Protection - Directorate for Environmental Protection</i> <i>Mr. Dragoljub Todic, University of Applied Science "Megatrend"</i> <i>Ms. Branka Andric, Ministry for Health and Environmental Protection- Directorate for Environmental Protection</i> <i>Ms. Biljana Djurovic, Ministry for Urban Planning and Environment of Montenegro</i>
15.30 - 16.00	COFFEE BREAK
16.00 - 17.00	INTERNATIONAL EXPERT PRESENTATIONS: CASE STUDIES & BEST PRACTICE <i>Co-chairs: Ms. Françoise Belmont, UNEP ROE and Ms. Branka Andric, Ministry for Health and Environmental Protection - Directorate for Environmental Protection</i> <i>Mr. Sander van Bennekom, ANPED, "Different Consumption"</i> <i>Ms. Rada Olbina, EBRD, "Efficient Consumption"</i> <i>Ms. Breda Kutin, Slovenian consumers association, "Appropriate and Conscious Consumption"</i>
17.00 - 17.30	DISCUSSIONS & DEBATE; Q & A PERIOD

Day 2

9.00 - 9.30	SUMMARY OF DAY 1 <i>Co-chairs: Ms. Françoise Belmont, UNEP ROE and Ms. Branka Andric, Ministry for Health and Environmental Protection – Directorate for Environmental Protection</i>
9.30 - 11.00	WORKING GROUPS “Different Consumption”: Co-chairs, Mr. Sander van Bennekom, ANPED and Ms. Ljiljana Djordjevic, Recycling Agency of Serbia “Efficient consumption”: Co-chairs, Ms. Rada Olbina, EBRD and Mr. Nikola Ille, EBRD “Appropriate and conscious consumption”: Co-chairs, Ms. Breda Kutin, Slovenian Consumers Association, and Mr. Petar Bogosavljevic, Movement for Protection of Consumers, Belgrade
11.00 - 11.30	COFFEE BREAK
11.30 - 13.00	DEVELOPMENT OF THEMES AND ACTIONS <i>Co-chairs: Mr. Sander van Bennekom, ANPED, Ms. Rada Olbina, EBRD, and Ms. Breda Kutin, Slovenian Consumers Association</i> Identification of concrete actions pledges and sectoral focal points, formation of National Partnership Team, production of working group report
13.00 - 14.00	LUNCH BREAK
14.00 - 14.30	PRESS CONFERENCE (Organized by Press Bureau of Government of Serbia)
14.30 - 15.00	KEYNOTE PRESENTATION “Importance of the workshop in National Environmental Agenda” Ms. Andjelka Mihajlov, Ministry for Health and Environmental Protection-Directorate for Environmental Protection
15.00 - 16.00	REPORTS OF WORKING GROUPS, ANNOUNCEMENT OF ACTION PLEDGES <i>Co-chairs: M Ljiljana Djordjevic, Recycling Agency of Serbia, Mr. Nikola Ille, EBRD, and Mr. Petar Bogosavljevic, Movement for protection of consumers-Belgrade</i>
16.00 - 16.30	DISCUSSION OF WORKING GROUP REPORTS
16.30 - 17.00	ADOPTION OF SUSTAINABLE CONSUMPTION RESOLUTION
17.00 - 17.15	CLOSING REMARKS <i>Co-chairs: Mr. John Manoochehri, UNEP ROE and Ms. Andjelka Mihajlov, Ministry for Health and Environmental, Protection-Directorate for Environmental Protection</i> Closing ceremony with dissemination of workshop certificates

Annex 2: International Expert presentations (main slides)

Rada Olbinar – Efficient Consumption

Dematerialization - Efficiency Consumption:

A Case Study

Dr Rada Olbina

Environmental Specialist

UNEP's Consumption Opportunities
Workshop

Belgrade, 20-21 March 2002

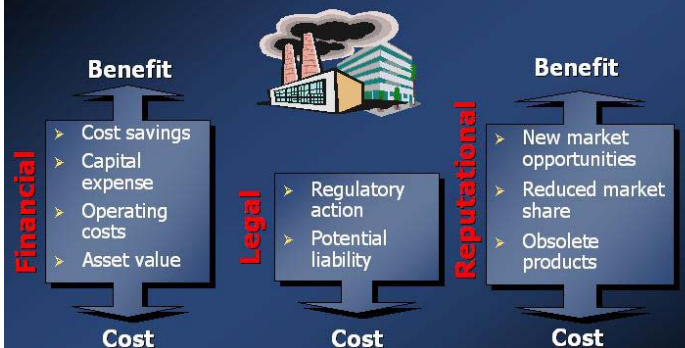
Background

- Waste Reduction (late 80s);
- Waste Minimisation and Pollution Prevention (early 90s);
- Cleaner Production (early 90s);
- Eco-Efficiency and Industrial Ecology (mid 90s);
- Sustainable Development (late 90s);
- Sustainable Consumption (early 2000)

How environmental issues affect companies?



Direct impacts of environmental issues on businesses



How are different business sectors affected?

Polluting

Relatively clean

High risk

- Chemicals
- Energy
- Iron & steel
- Mining
- Water, Wastewater and Waste Management

Medium risk

- Food processing
- Cosmetics
- Textiles
- Wood products
- Brewing
- Agriculture
- Machinery and Equipment

Low risk

- Retail shops
- Computers
- Telecom
- Lawyers
- Sport facilities
- Broadcasting (TV, radio)
- Art, design studios

System Costs Decision Making

Case I

$$\max \{PR1 - (C1+ C2 + C3+ C4)\}$$

Case II

$$\max \{[PR1 - (C1+ C2 + C3+ C4)] + [(PR2 + PR3) - (C5 + C6 + C7)]\}$$

Case III

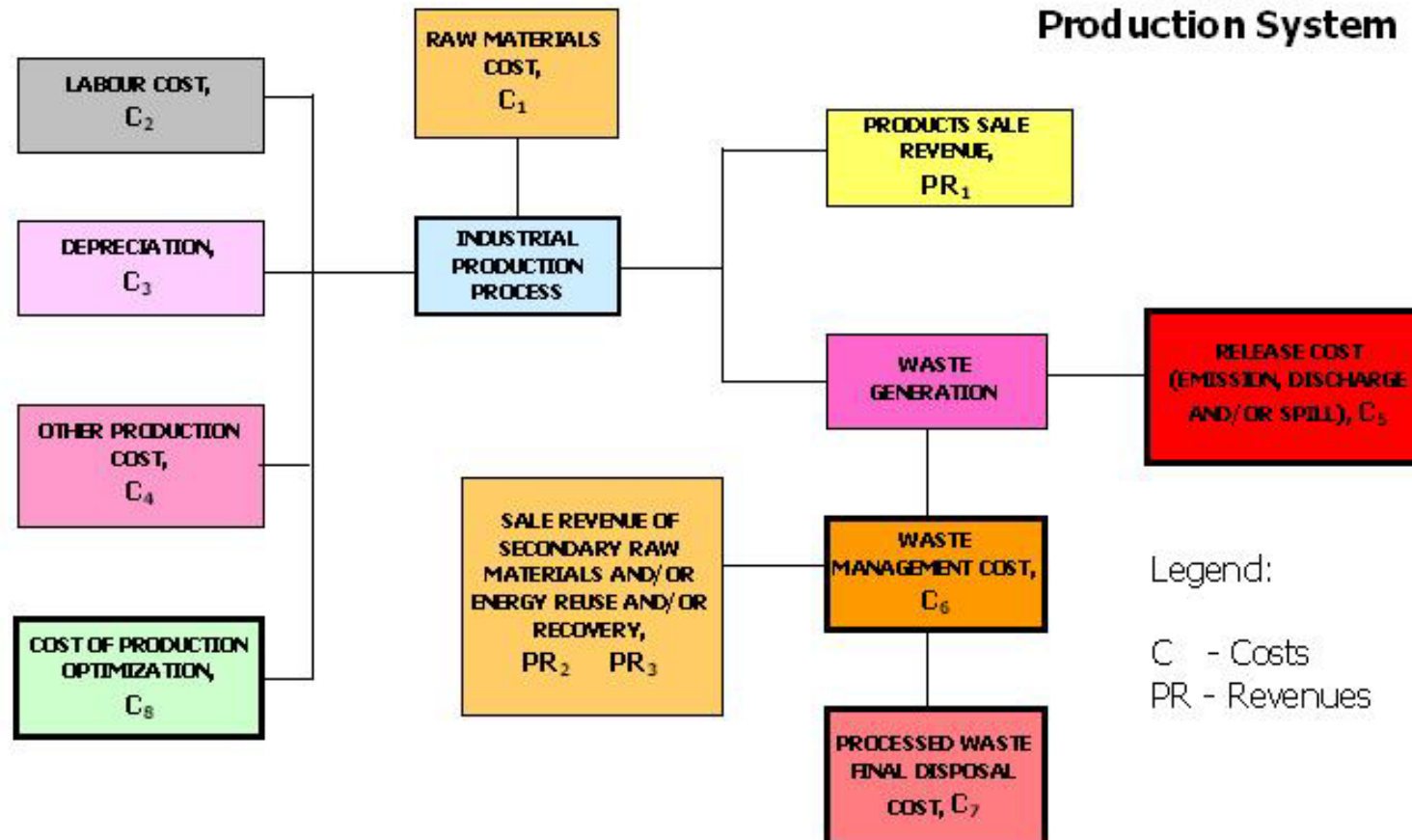
$$\max \{(PR1 + PR2 + PR3) - (C1+ C2 + C3 + C4 + C5 + C6 + C7+ C8)\}$$

OR:

$$\max \{(PR1 + PR2 + PR3) - (C1+ C2 + C3 + C4 + C8)\}$$



Cost Analysis of an Industrial Production System



Breda Kutin – *Conscious and Appropriate Consumption*

CONSCIOUS AND APPROPRIATE CONSUMPTION

SUSTAINABLE CONSUMPTION OPPORTUNITIES AGENDA

Belgrade 21 – 22 March 2002
Breda.Kutin@zps-zveza.si

SUSTAINABLE CONSUMPTION - WHAT IS IT ?

- Improved quality of the life through changes of consumption patterns
- Consumption is optimal when it improves the quality of life for individual consumer and for the society as a whole

THROUGH SOME BASIC CONSUMER RIGHTS TO SUSTAINABLE CONSUMPTION

Right to a healthy environment

- Influences the consumption patterns for :
 - the energy consumption
 - the water consumption
 - decreases of waste

Right to satisfaction of basic needs

influences the purchasing decision

Right to be informed

- influences consumption patterns and purchasing decisions

SITUATION IN CANDIDATE COUNTRIES

POSITIVE SIDE

- Natural capital - biodiversity
- Under consumption or smaller consumption patterns and behaviour / life style of consumers
- Willingness for change
- Innovativeness

NEGATIVE SIDE

- Pollution/polluted environment
- Old technologies
- Lack of infrastructure
- High cost of improvements
- Energy inefficiency
- Poor execution of laws and regulations

THE ISSUES OF GOVERNMENTS IN TRANSITION COUNTRIES

- Building of democracy
- Liberalization of trade, open borders
- Free trade and marketplace
- Capacity building of its own administration
- Political power

THE ISSUES AND FEARS OF CONSUMERS IN TRANSITION COUNTRIES

- Unemployment
- Poverty
- Lower standard of living, worsening of quality of life
- Air and water pollution
- Loss of biodiversity

SLOVENIA IN FIGURES

Number of households 640. 000
Average number of members in a household 3.1

STRUCTURE OF HOUSEHOLD CONSUMPTION IN 1999

Food and drinks	24 %
Housing, water power, gas etc	19 %
Transport	16 %
Cloths	8 %
Furnishings, appliances	7 %

Poverty rate slightly increased from 1993 to 1999,
from 13,6% to 15 %

SLOVENIA IN FIGURES

EMMISSIONS IN 1999

SO₂ 104 000 tons, reduced from 241 000 tons in 1985 mainly due to plinification

NO_x 58 000 tons, sustained level from 1985 mainly due to lower industrial activities

CO₂ 15290 000 tons increased from 14402 000 tons in 1985 mainly due to traffic (80%)

Number of personal cars increased two fold from 1990 to 2000

SLOVENIAN ENVIRONMENT LEGISLATION AND REGULATIONS

The environmental protection act

- incorporates principles of sustainable development
- requires report on state of the environment (has not been done since 1995)
- provides information necessity on eco-labelling,

SLOVENIAN ENVIRONMENT REGULATIONS

- In 1993 the energy saving programme
- In 1997 the CO₂ emission tax
- 1995 the wastewater tax
- 2002 the solid waste tax
- 2002 the energy labelling of household appliances ordinance is implemented using EU standards
- The packaging ordinance is in place and will be implemented gradually until 2007
- The eco-labelling ordinance proposal to be issued by the end of 2002
- IPPC directive will be incorporated into law by the end of 2002

SLOVENE POLITICAL AND SOCIAL ENVIRONMENT FOR SUSTAINABLE DEVELOPMENT / CONSUMPTION

- There are no strategies and no programs in place to comprehensively address the concepts of sustainable consumption
- There is no single body with a task to coordinate activities related to sustainable consumption
- There are some government bodies that indirectly deal with the issue using taxes and income tax incentives for energy savings

SLOVENIAN POLITICAL AND SOCIAL ENVIRONMENT

- Council for sustainable development was established in 1998 and started working in 2000 and it is preparing the report on status, policy and strategies by June this year
- Municipalities are encouraged through local Agenda 21 and some have already prepared strategic plans mainly through outside programmes such as PHARE

ENCOURAGE CONSCIOUS AND APPROPRIATE CONSUMPTION BY GOVERNMENT

- income, consumption and efficiency enhancing tax to stimulate sustainable consumption
- use subsidies to promote sustainable behaviour either by industry, trade and agriculture or by the consumers
- promote rebuilding of the industry on environmentally friendly technology
- promote rebuilding of infrastructure on environmentally friendly technologies
- define terms of reference such as measuring the performance
- enforce legislation
- Facilitate access to information
- repeat good practices from others

ENCOURAGE CONSCIOUS AND APPROPRIATE CONSUMPTION BY THE INDUSTRY

- while reconstructing use new and environmentally friendly technology and techniques
- implement good practices and codes of conduct
- implement environmental and management standards like ISO 14000, EMS, ...
- share experiences within trade associations
- communicate with the consumers and their associations

ENCOURAGE CONSCIOUS AND APPROPRIATE CONSUMPTION

BY THE CONSUMERS , NGOs, CIVIL SOCIETY

- promote purchasing patterns to support sustainable consumption like:
 - environmentally (energy, water, waste) friendly household appliances
 - build and renovate energy efficient housing using nontoxic materials
 - use of environmentally friendly household chemicals
 - eco labelled food and other consumer goods
- disseminate information on the above through media (radio,TV, newspapers, leaflets, magazines, etc)

Annex 3: List of Experts, Presenters, Participants

National Presenters

Ministry for Environmental Protection and Urban Planning of Montenegro

- Ms. Biljana Djurovic

Ministry for Health and Environmental Protection

Directorate for Environmental Protection

- Ms. Andjelka Mihajlov
- Ms. Branka Andric

Faculty of Applied Science "Megatrend"

- Mr. Dragoljub Todic

"Energoprojekt"

- Ms. Hristina Stevanovic Carapina

"Sintelon"

- Mr. Bozidar Stojiljkovic

Faculty of Political Sciences

- Mr. Vukasin Pavlovic

Belgrade's Institute for Environmental Protection

- Mr. Branislav Bozovic

Recycling Agency of Republic of Serbia

- Mr. Rade Sarcevic

UNEP and International Presenters

UNEP ROE

- Ms. Francois Belmont
Mr JohnManoochehri
Ms Rie Tsutsumi
Ms Rebecca Carter

UNEP Post-Conflict Assessment Unit

- Mr Mikko Halonen
Mr David Jensen

European Bank for Reconstruction and Development (EBRD)

- Ms Rada Olbinar

Slovenian Consumers Association

- Ms. Breda Kutin

ANPED

- Mr Sander van Bennekom

Participants

Government Institutions:

General Assembly of Republic of Serbia

Committee for Environment

- Mr. Mitrovic Sinisa

Ministry of Agriculture, Forestry and Water Management

- Mr. Dusan Dobricic
- Ms. Vidosava Jovanovic

Recycling Agency of Republic of Serbia

- Ms. Ljiljana Djordjevic
- Ms. Natasa Antic
- Mr. Dusan Jakovljevic

Institute For Nature Protection of Serbia

- Mr. Milos Vukelic

Chamber of Economy of FR Yugoslavia

- Ms. Ljiljana Tanasijevic Petijevic

Chamber of Economy of Serbia

- Ms. Vera Veljanovski

Chamber of Economy of Belgrade

- Ms. Sanja Krstic

Municipality Bor

- Mr. Dragomir Dragic

Municipality Nis

- Mr. Andrijan Tasic

Center for protection on work and environmental protection in Kragujevac

- Ms. Dzinovic Ana

Municipality Subotica

- Ms. Gordana Gavrilovic

Ministry for Health and Environmental Protection / Inspectorate for Environmental Protection- Nis

- Mr. Aleksandar Cvetkovic

Ministry for Health and Environmental Protection / Inspectorate for Environmental Protection- Uzice

- Mr. Dusan Cvijovic

Ministry for Health and Environmental Protection / Inspectorate for Environmental Protection- Novi Sad

- Ms. Mirjana Kastratovic

Ministry for Health and Environmental Protection / Inspectorate for Environmental Protection-Sabac

- Ms. Ljiljana Stanojevic

Ministry for Health and Environmental Protection / Inspectorate for Environmental Protection-Kragujevac

- Ms. Ljiljana Marinkovic

Ministry for Health and Environmental Protection / Directorate for Environmental Protection-Belgrade

- Mr. Aleksandar Vesic
- Ms. Vera Jankovic
- Mr. Marko Simurina

Industry

EPS (main Serbian supplier of electricity)

- Ms. Emilija Boti Raicevic

Oil Refinery in Pancevo

- Mr. Sasa Hadzi-Peric

"Duga"-paint industry

- Ms. Maja Simonov

HIP fertiliser plant

- Ms. Nevenka Spasojevic

JKP-Belgrade' s water supply and sewerage system

- Mr. Predrag Bogdanovic
- Mr.Stevo Savic

Research

Serbian Academy of Science and Art
Committee for Environment

- Mr. Nikola Pantic

Faculty of Forestry

- Mr. Milivoj Vuckovic

Faculty for Protection on Work

- Mr. Branislav Andjelkovic

Institute of Soil

- Ms. Radmila Pivic

Institute of Economic Science

- Ms. Marija Lazarevic

Institute of Architecture

- Mr. Vujosevic Miodrag

Faculty of Agriculture

- Ms. Zorica Sredojevic

Institute for International Policy and Economy

- Mr. Vid Vukasovic

Textile School

- Ms. Vujic Danijela

International Institutions

European Commission in FRY

- Ms. Dubravka Savic

European Bank for Reconstruction and Development (EBRD)

- Mr. Nikola Ille

OSCE Mission to the FRY

- Mr. Dusan Vasiljevic

UNDP

- Ms. Marina Markovic

NGOs

Movement for Protection of Consumers-
Belgrade

- Mr. Petar Bogosavljevic

GROUP A21

- Ms. Branka Stojadinovic

New ecological movement "Eko-plan"

- Ms. Milica Vucicevic
- Mr. Marinko Vucicevic

"Ekolibri-Bionet"

- Mr. Jovan Angelus

Ecological movement "The valley of
peace"

- Mr. Spahija Islam

"Silikon-Art"

- Ms. Jelena Ivanjac

Movement for Protection of Consumers-
Montenegro

- Ms. Olga Nikcevic

Pars Naturae

- Mr. Laskovic Branislav

Center for Ecology and Sustainable
Development (CEKOR)

- Mr. Miodrag Zlatic

"ECO Urban"

- Ms. Sonja Prodanovic
- Ms. Zoja Jovanov

"YU ORBIS CENTER"

- Ms. Cvetanovic Olga

"Europa Gate"-Subotica

- Mr. Dusan Vasiljev