

# Minutes of Meeting

**Theme:**

Making Right Choices

Becoming A Responsible Consumer

Towards Sustainable Consumption and Production (SDG 12)

**Meeting time:** 10:00-12:00 September 28th, 10:00-12:00(GMT+8)

**Venue:** Zoom

**Meeting content:****Host:**

Welcome distinguished guests and make a brief introduction of the webinar.

## Part I: Opening Speeches

**Sharer: Dr. Ir. Iwan Taruna**

At this moment, we are so happy to have you with us to participate and share in this international webinar. You gonna have a good opportunity to have a discussion regarding the topic of becoming of becoming a responsible consumer.

Brief introduction on later speakers.

The no. 12 of SDG program focuses on how to ensure the global sustainable production. This is an important issue because it can affect significantly the global economy condition. It's a pity that we ignored this issue in previous programs. Therefore, we need to pay extra attention to this issue and attempt to offer some solutions to disasters. In my opinion, we must contribute to this program. We can start from saving use of water. When this movement can be massively carried out, it can have a big impact on the world sustainable development.

**Host's introduction on Dr. Eun-kyung PARK**

Former vice chair of Korea National Commission for UNESCO

Has been serving as founding chairperson for UNESCO National Committee and Education for Sustainable Development from 2009 to 2018

In 2005, get it to Tongyeong RCE which later developed into Tongyeong Education Foundation for sustainable development led by the Tongyeong Government

Dr. PARK has been an eminent person in her field. She worked at the United Nations Environment Program (UNEP) for 8 years.

**Sharer: Dr. Eun-kyung PARK**

**Subject: The signification of conservation of water, food and energy.**

First of all, I'd like to extend my congratulations on the very timely organization of this international webinar celebrating "Green Consumer Day" in this pandemic season of COVID-19. We all start it at our places, so this

internet technology really saves us as it units us like this. Today I'd like to talk about consumers in relation to the contexts of development and environment. Actually, it was 1970s when UN initiated the relationship between development and environment by publishing limiting growth. At that time we all only considered about development. Later we really thought about the foundation of environment for development. We also paid attention to climate change and biodiversity. That went on. At 2001 and 2002, we were very busy because of several meetings. I remember that production cost at that time was very high. Consumption and production was considered the basic thing to keep the earth in hot stand strong and a resource supplier. We are part of nature. Without nature, we cannot survive. As time goes on, it turns into an integrated society. Industrialization becomes a critical thing that we should consider.

During this pandemic, we are talking about home working. All family members work together and produce together at home. The situation continues up to now. In Korea, a lot of companies work online and even schools also have online education. So I often think Human have various lifestyles but the industrialization really brings us together as a society.

Along this history, I'd like to talk about the population increase which has been extremely prominent in recent decades. It will even be aggravated in later decades. To have a higher standard of living, people tend to use a larger amount of resources to make their life more comfortable and more abundant. That's the reality.

So how do we take actions to not only change the situation but also keep a healthier earth and a healthier life? I think people need three points for daily life in such a period of industrialization: water, energy and food. We have more efficient ways use our resources, but further studies are required.

Here is a concept of virtual water. That is the quantity of water used to produce the food times.



What I'm saying is that all the food is water. Actually, we have a very limited amount of fresh water. 70% of fresh water is used by human for daily life and production. Among all of the water we can use, 70% of them is used for food production. So we can say food is water. Water is so precious.

Let's talk about energy. Actually, without water oil cannot be drilled. There is a close link between water and energy. We have to realize that we are in danger of resources. How to save these three basic sources in our life? Let's go into the household.

In household level, we are using 12% of water and 29% of energy. In city life, 25% of household water usage is toilet flushing. We are wasting water like this. Lifestyle is so crucial to save this earth and let it live with us for a long time. When we think about food in terms of food transportation and harvest practices, 1/3 of produced food ends up rotten. Without food, we also can't live. Our habits of living from early morning to the time to go to bed and habits of using water, energy and food should be critically reviewed and resettled, not only in an individual level but also in RCE level. We have to go into educating people how they change their habits will affect the earth. Realize limited capacity of the nature to satisfy unlimited needs of human. Nature has a limited capacity but human's desire is unlimited. How could we match this thing in our consumption and production patterns? Water, energy and food should be produced for proper consumption. Canada has resource policies that take future into consideration. We should learn from them.

We have to realize that nature is so precious for us. Nature is not resource for our living but the source for our life.

## **Part II: Guests' Speeches**

**Sharer: Eko Ernada**

Thanks for previous speakers and for the organizing of IACCR.

Brief introduction of the later part.

**Sharer: MP Maisara Lapitaph**

**Subject: What we can do in daily life for environmental protection.**

Environmental protection is not only a problem of Philippine but one concerning the whole world. Here in our country, we have loss in environment and numerous arduous issues handled by local leaders, but until now our environment seems to be in no better day. We humans live like there is no tomorrow. We throw the garbage, not thinking that the earth is suffering from all the pollution. We throw things that can actually be reused. Even the surging population are increasing waste. We have our own acts to handle with the environment issue but we also need to help each other to pursue a better world. By recycling and reusing products that still can be used, we can largely help our environment. We can become green consumers by choosing products that are environmentally friendly. We can be eco-friendly by purchasing products resulting in no pollution. We can use materials that can be used again. Will it be helpful for our environment? That's the first question you need to ask yourself before buying. The second question is whether it would make our world more beautiful and more eco-friendly. By doing so, we can make a safer, cleaner and more friendly environment.

We have set off a strengthen legislation to handle with ecological solid waste.

## STRENGTHEN LEGISLATION

Ecological Solid waste management legislations and policies are necessary to implement to protect the environment and the health of the Bangsamoro, thus, there is a proposal on the creation of Bangsamoro Ecological Solid Waste Management Commission in BARMM.

**Sharer: Joni Murti Mulyo Aji, Universitas Jember**

**Subject: Food system and supply chain management (SCM)**

Thanks for the host, previous speakers, the organizing of the event and all members joining the event.

Today I would like to talk about how to build a food system and supply chain management. I would like to especially address the role of consumer in building adaptive and sustainable agri-food supply chains.

### **1. Global Trends in Food Sectors**

According to FAO, by 2050 the world's population will reach 10 billion, more than 35% higher than today. In this situation, the agri-food sector will have to provide at least 50% more food in order to feed the world. The challenges of food insecurity will rise due to climate change impacts, droughts and flood, tropical storms, heat waves and wildfires, eventually affect food production. With Covid-19 pandemic, the number of insecure family-households will even increase more than that is expected before due to the economic downturn.

### **2. What are the global forces influencing agri-food chains?**

From 2020, trade agreements still exist but some may not work as planned, at least in the short term after crisis. Due to COVID-19, more countries may adopt more protectionism to secure their economy. In the future, vertically integrated agri-food supply chains are becoming increasingly important, especially economics of value chain. Another force is increasing urbanization, per capita income as well as the rise of online marketplace. That will require different or new food systems. The rise of online marketplaces also changes consumption ways of the world. We may also innovate food production and other elements that are necessary for food production. As what I mentioned before, digitalization has promoted transformation of the marketplace. Those are what challenging our food systems.

### **3. Challenges of agri-food systems**

We must increase agriculture productivity with limited land.

With the growing population, conservation of resources and environment will become a problem in the near future.

Another challenge is to improve nutrition and public health.

#### **4. Potential scenarios of food systems**

The first one is constantly making small steps but setting no goal. Consumers show limited willingness to pay for environmentally friendly food.

The second one is mass production at all cost. In this scenario, consumers are focusing on satisfying their needs and food preferences, without environmental awareness.

The third one is called local survivor. The production system is largely based on small local producers, separate national or regional actions without cooperation. This means that actions are limited. Trade and policies and agreements are left behind.

The best scenario may be sustainable for all. With this scenario, we hope that production systems are transformed to accommodate climate-smart and sustainable agriculture and are becoming part of the circular economy. We also hope to improve food production practices. We expect that consumers can adopt healthy dietary patterns.

#### **5. What is adaptive agri-food SCM?**

Basically speaking, it's reducing centralization and creating regional- or product- based supply chains.

#### **6. What is sustainable agri-food supply chain?**

I think it's taking social and ecological interests into account and using most efficient environment for production, distribution and logistics.

#### **7. The role of consumers in agri-food supply chain transformation.**

Consumers' profiles may vary from those who needs very basic needs to those who ask for more quality food. Nonetheless, especially at the digital age along with increasing urbanization and per capita income, consumers will require more: dedicated supply chain management, sustainable practices, increased demand for qualified warehouse workers and order tracking to blockchain requirement.

#### **8. Local food- healthy and sustainable distribution.**

The **advantages** of local food--Short Supply Chain: The premise of local food is minimizing the distance between agricultural producers and food consumers; Using less processing and packaging which results in a fresher, healthier product; Building community vibrancy and retains local traditions while establishing a local identity through a unique sense of community.

Introduction of several **actions to promote local business**:

Farmer's markets--where producers can sell their products directly to the public, to introduce the inclusiveness of farmers in the system, that to make sure that farmers are not left behind

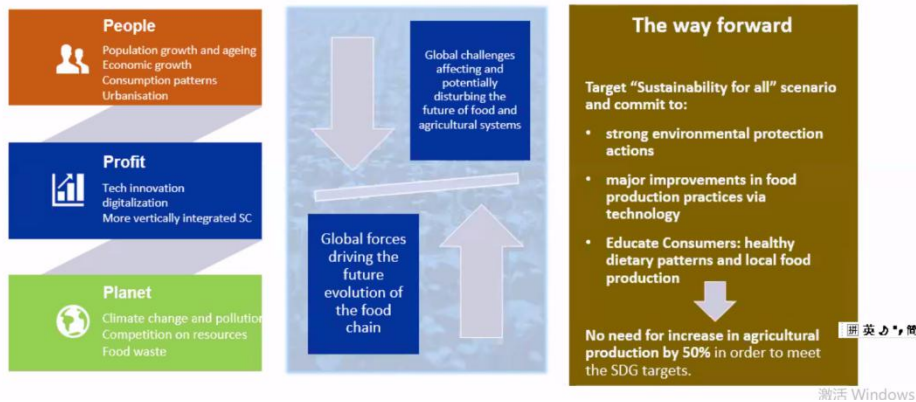
Community supported agriculture--offers food that might be fresher than store-bought ones. promote community interaction by fostering relationships between farmers and consumers.

#### **9. Six enablers to build Adaptive and Smart Agri-Food Supply Chains**

- ✧ Developing target commodities
- ✧ Storage and services for maintaining and improving the value of agri-food products
- ✧ E-commerce for facing industry 4.0 challenges
- ✧ Supporting infrastructures

- ✧ Smart marketing strategy for maintaining continuity, capacity, quality, traceability, food safety and profitability (For example, contracts or mechanism for keeping farm-gate price.)

#### 10. More adaptive policy options:



3Ps to consider: People, Profit and Planet.

And we need to consider the target “sustainability for all” and commit to --strong environmental protection actions, major improvements in food production practise via technology, and educate consumers about healthy patterns and local food production.

And by encouraging this kind of system we may not need to increase the agriculture production by 50% , maybe we can save more food in order to meet the SDG targets.

Sharer: R. Gopichandran (Prof. Gopi)

Subject : Environmentally right consumption and production choices: Some emerging hope

#### 1. introduction of himself:

RCEs of Asia - Pacific

Professor from NTPC School of Business, which is supported by the Indian Institution of Management, and one of the largest energy sector companies, the National Terminal Public Corporation,

He briefly expresses his identification on previous speakers especially on 3Ps brought up by the last speaker and intends to bring an industrial perspective to the dimension of the sustainable consumption and production.

#### 2. Three emerging trends

- **Consumers International , 2020**
  - **#SustainableConsumer** campaign rallied in more than 100 countries
  - 1. **66% of consumers are willing to pay more**
    - **73% Millennials.**
  - 2. **Push for system change in supply chains or changes in regulation.**
  - 3. **37% wish to know more about ways to tackle climate change**

According to the publication of Consumers International 2020, a large number of people are willing to pay for better environmental performance of the products. A very good response came from the youngsters who

belongs to the recent century. People are also asking for system changes all across the supply chains in regulation. Very importantly, it seems to be a trend in some parts of the world to support actions for climate change mitigation and adaptation.

### 3. What is happening in India

India is positively responding to the call for the action on sustainable consumption and production and has transformed the national initiative to policy in dimensions which is consistent with the 10-Year Framework of Programmes on Sustainable Consumption and Production. India has focused works on six programmatic areas **post-COVID** which would direct implications for energy, material consumption and therefore impacts on the environment. India also developed a dashboard of seven very important indexes as through which of them are environmentally efficient as sustainable production and consumption as concern, for all the states of the countries

- 06 – 07 programme areas: Sustainable
  - public procurement / buildings and construction / tourism (eco) / food systems / consumer information / lifestyles / education
- Index of 07 parameters
  - i. % ground water withdrawal against availability
  - ii. % use of nitrogen fertilizer out of total N,P,K
  - iii. Per capita hazard waste generated
  - iv. Ratio of processed quantity of hazard waste sent: recycle to hazard waste generated
  - v. Municipal Solid Waste (MSW) treated: generated
  - vi. Installed Capacity of Grid Interactive Bio Power per 100,000 population
  - vii. % wards with 100% source segregation

### 4. Scenarios for policy makers

A recent record of UN Dept of Economic & Social Affairs, *Sustainable Development Outlook 2020*, has shown that COVID-19 has imposed a huge impact on production and consumption.

Although its impact on property-related areas is upset, it dose has an positive impact on planet-related SDGs, which can also been seen as an wonderful opportunity for policy makers around the world to ask if its the right time to push forward actions for sustainable goals for 2030. Appropriate consumption is certainly at the center of this.

### 5. India's six thrusts of policies to facilitate climate change

- ✧ direct public investment
- ✧ subsidized financing of private investment
- ✧ guaranteed market for clean power
- ✧ cooperation among firms operating in the energy sector
- ✧ cooperation between the energy industry and the related R&D organization
- ✧ mobilize public

Meanwhile, reduce, reuse and recycle adopt circular economies

Fundamentally reconfigure social institutions, delinking economic growth from an increase in material consumption.



## 6. Three scenarios defined by UNDESA

“Pre-COVID-19 scenario”, and two post-COVID-19-- “COVID-19 pessimistic”, ”COVID-19 optimistic”

### How well can the patterns of consumption and production patterns adapt themselves to the post -COVID-19 scenario?

Is it possible for countries and regions

- ✧ to learn from this challenge, to do everything we can to minimize the damage in the future;
- ✧ to integrate an appropriate mix of production and consumption, energy-efficiency measures, equal industrial development, the waste minimization, cleaner production and so on, to help recover from damage much faster;
- ✧ build further on the positive changes introduced to its health care, social protection, and government system during the COVID-19 crisis;
- ✧ bolster positive gains made regarding planet-related SDGs during the COVID-19 crisis.

## 7. India progress

India's energy efficiency programmes are part of the National Mission on Enhanced Energy Efficiency and focus on industry and business sectors include:

- ✧ Perform Achieve and Trade(PAT),
- ✧ Energy Efficiency Financing Platform(EEFP),
- ✧ Framework for Energy Efficient Economic Development(FEED),
- ✧ Market Transformation for Energy Efficiency(MTE).

The first cycle of the PAT scheme (2012-15)targeted 478 plants across eight sectors achieving 8.67 Mtoe in energy savings, corresponding to reducing 31 million tonnes of CO2 equivalent. ·PAT cycles II I and IV are being implemented with 848 designated consumers(plants).

FEED, relates to two financial instruments to leverage financing for energy efficiency through risk mitigation: the Partial Risk Guarantee Fund for Energy Efficiency (PRGFEE); and the Venture Capital Fund for Energy Efficiency(VCFEE) To date, 29 million CFLs have been distributed, saving 415 megawatt hours(MW h) of consumed energy, and the Super-Efficient Equipment Programme (SEEP),designed to bring accelerated market for super-efficient appliances.

## 8. Industry response

Industry is looking at the transition opportunity in a very positive manner.

- [Risks for which we are unprepared](#) can result in irreversible harm
- 1. Build back better from the ravages of [COVID-19](#)
- 2. More than 300 CEOs and representatives from Fortune 500 firms, and medium and small businesses, 1 trillion revenue
- 3. steadfast commitment to climate action.
- 4. stimulus funds should go further to
- 5. accelerate the transition to a net-zero emissions economy; invest in cleaner, more resilient [energy and transportation infrastructure](#),
- 6. retraining workers who have lost their jobs and are ready to join the clean energy economy.
- 7. Senate Climate Solutions Caucus.

## 9. Brief conclusion



Concerned action, regulated action, market-based mechanism, instruction mechanism will therefore create the right context by which energy-efficient and climate-efficient production and consumption can become a reality.

### **Part III: Open Discussion on Alteration of Lifestyle**

**Co-anchor :** With your experience in Philippine or Indonesia, especially in Indonesia, could you please share something about the lifestyle in local places, and answer “how the production can be profited through consumers and also how do we change the behaviour”?

**Maisara Latiph:**

It is about people’s mindset that before buying a product. We first think about whether the product can contribute to the environment or to restore the environment. Our belief really guides our future cause of action.

We have to be responsible for consumer when we ask ourselves carefully questions of the things we are buying. And if we buy this product, aside from if it would cause harm to our environment, what is the source of the product, was the source of the product using sustainable environmental practices or not? If not, then probably you should rethink of buying it. And after buying the product, how do we make full use of the product? We would like people to reuse, reduce and recycle. Those are some simple behaviors of changes that we ask consumers to do.

It is really about changing our mindsets. We have to change ourselves before we teach others. We have to educate our minds like what we are doing right now to educate others and to advocate greener environment through the 3Rs: reduce, reuse and recycle.

**Joni Murtiaji:**

My point is quite similar with Maisara Latiph. Changing habit and lifestyle is not easy and it would be a very long process to educate consumers. We have actually lots of experience of educating consumers especially for governments. In many places in Indonesia, they is some encouragement for consuming alternatives for stable food besides rice. But these programs like ”A Day with No Rice” have failed to get expected result. People in Indonesia are still very much alike to choose rice as stable food.

Thus it is really difficult the change the habit and behavior of the consumers. But we still have some opportunities. In Indonesia, there are some changes in the consumption of stable food which is unfortunately not going from local food but imported ones. My point is that it is difficult, but there are still windows for opportunities to educate people to do greener consumption and something else, by giving some promotion encouraging them or some incentives to those who are taking proper actions.

Finally I totally agree that examples are very important. It needs leadership. I believe that in Indonesia, people can change their mind if their leaders give some good example of doing it. And right now, some big train companies are doing very well in train management.

So the window of changing the habit and behavior of consumers are there, but you still need encourage and give some incentives to them.

**Prof. Gopi:**

I would like to add one more dimension to the discussion--“The science of science communication for impacts”, which says, is it possible to very clearly highlight the gaps in information?

The receiver of information are looking for complete and holistic messages. When the director and guiders find some uncertainties, the level of preparedness to continue a positive action comes out. This fixes into the framework of the science of science communication.

Secondly, what fronts the positive behavior, what comes the way of positive behavior? It is the landscape of science communication. While I agree that it is difficult to change lifestyle. The most important is credibility of the communicator. If the communication comes from the institutions and from people who are seen as credible, then there is no reason why people will not be willing to buy the messages that are placed before them. I am not saying that sustainable production and consumption is not taking place at all. There are a large amount of communities and individuals around the world are fully aware of it. We only need to work up a logical framework be to able to take us ahead of this.

**Agnes Toner:**

One thing I have found myself thinking about, which has been mentioned by Prof. Goph just know, is that we are aiming at a sustainable world and at the same time, we should not put down the little victories we are seeing and the little pockets all over the world. Whenever we see any success we should celebrate and say “Yes, that’s very good” because that how it starts. As the old adage goes, it takes us spark to get fire growing. And we have all these little sparks in different parts of the world. And even within their communities, they start to influence the ones around them so we should not underestimate the power of these little changes. We should be very excited about how some of the population is excited, some of the population wants to get involved. We have to harness them because they are interested in seeing these changes.

## **Part IV: Summing up and Concluding Remarks**

**Sharer: Prof. Mario Tabucanon**

### **1. Self-introduction and a vote of thanks**

United Nations University-Institute for Advanced Study of Sustainability, Japan

### **2. Inter-linkages in the SDG Framework**

As we know the SDG Framework, goals and targets are not isolated from each other. They are in fact inter-connected. And based on many reports, the SDG 12 which is responsible for consumption and production interrelates either positively or negatively with most of the other goals and targets of Agenda 2030.

Those inter-linkages may vary from place to place. Some interactions will take effect in real time and some may not. It is indeed complex and hence it is all the more important to address SDG 12 prominently, conscientiously and urgently.

### **3. SDG12**

And this is because of the population explosion. When population is doubled, for example, resource consumption is not only doubled, but possibly tripled, more than doubled, because of the belt inefficiencies in supply chains. So it’s very important that we attend to this phenomenon. There is no planet B for human to inhabit

If you call plan A as business as usual that brought us to the mess now, then there is a plan B. The critical issue is that it needs to fully understand the opportunity of SCP in its contribution to sustainable development. We, in the education and learning sectors, both formal and non-formal, need to empower communities through education for sustainable development.

### **4. 10-YFB**

The united nation university acknowledged Regional Centers of Expertise (RCE) as well as other like-minded partners or networks, of immense role to play to achieve 2030 Sustainable Development Agenda.

SDG 12.1--Implement the 10-year framework of programmes(10-YFB) on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries. 10-YFB is a global framework adopted by heads of state, for international corporation to shift towards sustainable consumption and production patterns in all countries.

Pro.Gopichandran has mentioned the priority areas of India those are also the priority areas of the 10-YFB. And aside from India, all countries are required to shift towards SCP in five priority areas namely those that had mentioned before, public procurement, buildings and construction, tourism, sustainable lifestyle including education, and the subject of discussion of all consumer information (in order to change behavior, you need to strengthen consumer information)

By critically addressing these issues, it requires improving policy framework at the top. It requires the knowledge and processes involved, and the productive activities and in some cases adopting local indigenous knowledge, the way basic services are provided, the way information and communication in goods services are provided, and very importantly as I mentioned, as the theme of this webinar is all about, the way consumers purchase and behave.

By all the investigation and learning sector including ourselves, from formal or informal sectors, to be agents of transformation and change towards SCP, to facilitate transition towards SCP redefining the context of education in particular. It is the primary task of all of us so I encourage you all to be part of the SCP movement and re-congratulate the organizers again for having this webinar today. Tomorrow I wish all well, stay safe and have a very good day.

## **Part V: Closing and Group Photos**

Recorder : Garcia , Emma