

Nordic Working Paper

Roadmap for sustainable consumption and production in Nordic small communities

Stefán Gíslason and Salome Hallfreðsdóttir

This working paper was funded by the Nordic Council of Ministers.
However, the content does not necessarily reflect the Nordic Council
of Ministers' views, opinions, attitudes or recommendations

NA2020:905
ISSN 2311-0562
<http://dx.doi.org/10.6027/NA2020-905>

Nordic Council of Ministers
Nordens Hus
Ved Stranden 18
DK-1061 Copenhagen
www.norden.org

Contents

Summary	3
Resumé	5
Preface	7
1 Introduction	9
2 Sustainable Consumption and Production	11
2.1 The history of the SCP concept	11
2.2 Defining SCP	12
2.3 The Nordic Approach	14
3 The UN Sustainable Development Goals	15
3.1 The 17 SDG Goals	15
3.2 SDG12 (Ensure Sustainable Consumption and Production Patterns)	16
3.3 SDG12 – A Nordic Challenge	18
4 Workshop in Iceland, 8 th November 2019	21
4.1 Participants	21
4.2 Workshop Design	22
4.2.1 Presentations	22
4.2.2 Group work round #1	23
4.2.3 Group work round #2	23
5 Ideas and Examples from Small Nordic Communities	25
5.1 What has been done?	25
5.2 What are the obstacles?	26
5.3 What do we need?	26
5.4 Content of the roadmap	27
6 How to target SDG12 in Nordic Small Communities	29
6.1 Reducing Food Waste	30
6.2 Management of Chemicals and Waste	32
6.3 Reduce Waste Generation	34
6.4 Encourage Companies to adopt Sustainable Practices	36
6.5 Sustainable Public Procurement	37
6.6 Communication and Awareness	38
7 Ideas	39
7.1 Review of spatial planning documents	40
7.2 Local Agenda 21 revisited	41

7.3	Promote eco-labels	42
7.4	Smart waste bins.....	43
7.5	Food waste prevention	44
	References	45
	Links and further reading.....	47
	Appendix: Slides and texts from workshop presentations	49

Summary

Sustainable consumption and production require active cooperation between consumers, the private sector and the authorities, not only at the national level but also at regional and local levels. Small Nordic communities have the same responsibilities as big cities regarding this, despite their low population. On the other hand, they often do not have the same capacity when it comes to developing strategies and may also need other kinds of solutions than the big cities.

As reflected in this report, municipalities, businesses, organizations and the public can take various actions to reduce consumption and promote sustainable production. For small communities, it is important to leverage the material that already exists, and has already been developed by others, adapting it to their work and scale, such as policies, strategies, campaigns, school projects, engagement in activism, action plans, innovation grants, eco-labels, etc. There is no need to re-invent the wheel, rather use what is out there.

One of the most important tasks in this context is to plan the ways in which stakeholders intend to reduce consumption, promote sustainable production and work on objectives in line with the UN Sustainable Development Goals (SDGs). Local authorities can address this task by creating timed and measurable action plans, so projects can be implemented systematically and changes monitored in a tangible way. It is equally important to communicate the progress within the community and make data available and visible to the public. This has the potential to increase knowledge and awareness, while working as a motivation to work on further improvements. The SDGs are central in this work as they create a framework for the plans and policies that municipalities of all sizes can adopt. Simple environmental management systems can be used to increase efficiency and help in the monitoring of environmental performance.

This report contains a short historical overview of the concept of sustainable consumption and production and an introduction to the SDGs, with a special emphasis on the challenges and opportunities facing small Nordic communities in implementing these goals. The main part of the report consists of a collection of ideas and examples from a workshop that was held in Reykjavík on Friday 8th November 2019, which aimed to look at these challenges and opportunities, as well as finding ways and strategies to meet those. The aim of the workshop was also to enhance co-operation and knowledge exchange among the participants.

Resumé

Bæredygtigt forbrug og produktion kræver aktivt samarbejde mellem forbrugerne, den private sektor og myndighederne, ikke blot på nationalt plan, men også på regionalt og lokalt plan. Små nordiske lokalsamfund har det samme ansvar som storbyer, selv om indbyggertallet er mindre. På den anden side har de ofte ikke samme kapacitet, når det gælder udvikling af strategier, og de kan tit også have brug for andre former for løsninger end de store byer.

Som det fremgår af denne rapport, kan kommunale myndigheder, virksomheder, organisationer og borgerne tage forskellige skridt til at gå i gang med opgaven med at nedbringe forbruget og bidrage til bæredygtig produktion. For små lokalsamfund er det vigtigt at overveje det materiale, der eksisterer i forvejen og allerede er udviklet af andre, og tilpasse det til deres arbejde og størrelse, f.eks. målsætninger, strategier, kampagner, skoleprojekter, deltagelse i aktivisme, aktionsplaner, innovationsstøtte, økologiske certifikater osv. Der er ingen grund til at opfinde hjulet, men god grund til at bruge det aktivt.

En af de vigtigste opgaver i denne sammenhæng er at planlægge de metoder, der interessenter vil anvende til at nedbringe forbrug, fremme bæredygtig produktion og arbejde for mål på linje med FN's Verdensmål for bæredygtig udvikling (SDG). Lokale myndigheder kan tage fat på denne opgave ved at udarbejde aktionsplaner med tidsmarkeringer og målestokke, så projekterne kan udføres systematisk, og forandringerne kan fremtræde håndgribeligt. Det er også vigtigt at udbrede kendskabet til processen i lokalområdet og gøre oplysninger tilgængelige og synlige for borgerne. Dette gør det muligt at sprede viden og opmærksomhed og samtidig virke som en motivation for at arbejde på yderligere forbedringer. FN's Verdensmål er centrale i dette arbejde, da de danner en ramme omkring planer og målsætninger, som kommuner af alle størrelser kan arbejde med. Simple systemer til miljøstyring kan anvendes til at forbedre effektiviteten og hjælpe med at fremvise miljøfremskridt.

Denne rapport giver en kort historisk oversigt over begrebet bæredygtigt forbrug og produktion og en introduktion til FN's Verdensmål med særlig vægt på de udfordringer og muligheder, som de små nordiske lokalsamfund står over for ved implementeringen af disse mål. Størstedelen af rapporten består imidlertid af en samling idéer og eksempler fra en workshop i Reykjavík den 8. november 2019 med det formål at gennemgå disse udfordringer og muligheder samt finde veje og strategier til at imødekomme dem. Formålet med workshoppen var også at udvide samarbejdet og udvekslingen af viden mellem deltagerne.

Preface

The Nordic countries rank high in international reports on nations' progress towards the 17 Sustainable Development Goals (SDGs), along with other industrialized countries. However, SDG12 on sustainable consumption and production patterns has been identified as one of the most challenging Sustainable Development Goals for the Nordic region.¹

Sustainable consumption and production patterns require active cooperation between consumers, industry and government, not only at the national level but also at regional and local levels. Small Nordic communities have the same responsibilities as big cities regarding this, despite their low population. On the other hand, they often do not have the same capacity when it comes to developing strategies and may also need other kinds of solutions than the big cities.

Keeping the above-mentioned circumstances in mind, the Icelandic presidency of the Nordic Council of Ministers 2019 took the initiative to support small Nordic communities in their work on implementing SDG12 by developing a roadmap that could be useful in this respect. The roadmap could be utilized as a guideline to implement projects, strategies and policies towards more sustainable communities.

A workshop was held in Iceland in November 2019 where representatives, working at the local level in Åland Islands, Faroe Islands, Greenland and Iceland, were invited. The main purpose of the workshop was to look at the challenges and opportunities which small Nordic communities are facing regarding SDG12, as well as finding ways and strategies to meet those challenges and use the opportunities. The aim of the workshop was also to create an overview while enhancing co-operation and knowledge exchange among the participants.

This report was reviewed by the Nordic group on small communities under the working group for the circular economy (the NCE-group within the Nordic Council of Ministers). Stefán Gíslason and Salome Hallfreðsdóttir at ENVIRONICE in Iceland have been assisting these groups in developing the roadmap, organising the workshop and preparing this report. The ENVIRONICE staff wishes to thank the representatives and groups for their time and input to this work.

¹ Bauer et al, 2018.

1 Introduction

The last few decades have been a time of dynamic changes across the world, with millions of people lifted out of poverty and a number of countries reaching middle income status. In terms of individual success and the prosperity of communities, this is good news. However, these achievements and changes have come at a significant cost for the environment. In addition to that, developed countries are now consuming more resources than ever before. The current patterns of development across the world are not sustainable. Global figures point to worsening trends regarding domestic material consumption. About one third of the food produced for human consumption each year is lost or wasted, most of it in developed countries.² Increasing demand for energy, food, water and other resources has resulted in resource depletion, pollution, environmental degradation and climate change, pushing the earth towards its environmental limits. Changing the production and consumption patterns of societies is important in order to prevent further and irreversible damage or depletion of natural resources.

Consumption of goods and services is a major driver of global resource use. Consumption is shaped by an array of complex, interrelated factors such as demographics, income and prices, technology, trade, policies and infrastructure, as well as social, cultural and psychological factors.³ Production activities across economic sectors, including extractive industries, agriculture, energy, transport and manufacturing, are directly responsible for the majority of the environmental impacts caused by the economy.⁴

Consumption leads to the direct creation of environmental pressures deriving from the use of products and services, for example, through driving a car or heating a house with fossil fuels. Of greater magnitude, however, are the indirect pressures that are created along production chains of the goods and services consumed, including food, clothing, furniture and electricity. Both direct and indirect pressures result in environmental impacts, in particular climate change, biodiversity degradation, soil sealing, and air and water pollution.

A major reason why consumption negatively affects the environment and causes over-use of resources is the fact that the price of goods and services does not fully reflect society's cost of environmental and resource degradation.⁵ Achieving significant reductions in environmental pressures and impacts will require changing private and public consumption patterns, to supplement gains achieved through better technology and improved production processes.

² United Nations, 2019.

³ European Environment Agency, 2010.

⁴ Ibid.

⁵ Ibid.

2 Sustainable Consumption and Production

2.1 The history of the SCP concept

One of the key elements for achieving sustainable development is the transition towards Sustainable Consumption and Production (SCP). This need was first highlighted at the Rio Earth Summit in 1992 where there was a consensus that environmental degradation was inextricably connected to unsustainable patterns of consumption and production.⁷ This was restated in 2002 at the Johannesburg World Summit for Sustainable Development where SCP was recognized as a central objective and essential requirement for sustainable development.⁸ The United Nations Environment Programme (UNEP) is supporting a series of initiatives on SCP, including serving as the Secretariat of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP).⁹ This framework is being implemented by national governments and a wide range of other stakeholders across the world.

"The major cause of the continued deterioration of the global environment are the unsustainable patterns of consumption and production, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances".⁶

The 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development – adopted by world leaders at the UN Summit in September 2015 – officially came into force on January 1st 2016. All countries share the responsibility to reach the goals through mobilizing efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.¹⁰ One of the core objectives of the 2030 Agenda for Sustainable Development is to decouple economic growth from resource use and environmental degradation, notably through improved resource efficiency, while improving people's well-being.¹¹ This can occur through a shift towards more sustainable consumption and production patterns. The shift to SCP is mostly about using less resources and creating more value from them, i.e. doing more and better with less. Such a shift requires national public policies that create conducive environments, social and physical infrastructure and markets, and a transformation of business practices along global value chains. SCP policies and initiatives have become increasingly important, as nation-states recognize the need to decouple resource use and environmental damage from economic growth. To ensure SCP practices, this necessarily entails respect for the biophysical boundaries of the planet and to reduce current global consumption rates in order to not exceed the biophysical capacity to produce ecosystem services and benefits.

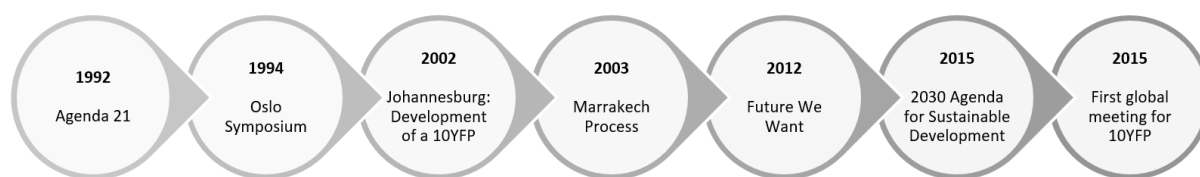


Figure 1: The history of the SCP concept in the international regime.¹²

⁶ United Nations Conference on Environment and Development, 1992. (Agenda 21, Ch. 4.3).

⁷ United Nations Conference on Environment and Development, 1992.

⁸ The Johannesburg Declaration on Sustainable Development, 2002.

⁹ UNEP, n.d.

¹⁰ United Nations, 2019.

¹¹ United Nations, 2015b.

¹² United Nations Sustainable Development Goals, n.d.

2.2 Defining SCP

The United Nations Environment Programme (UNEP) has defined SCP as: *"the use of services and related products, which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardise the needs of future generations"*.¹³ UNEP suggests four key SCP principles as a guiding framework for analysis and policy action:

1. Improving quality of life without increasing environmental degradation, and without compromising the resource needs of future generations.
2. Decoupling economic growth from environmental degradation by:
 - reducing material/energy intensity of current economic activities, and reducing emissions and waste from extraction, production, consumption and disposal; and
 - promoting a shift in consumption patterns towards groups of goods and services with lower energy and material intensity without compromising quality of life.
3. Applying life-cycle thinking, which considers the impacts from all life-cycle stages of the production and consumption process.
4. Guarding against the rebound effect, where efficiency gains are cancelled out by resulting increases in consumption.¹⁴

This framework includes many operational solutions that are important for designing and implementing policies and measures to achieve sustainability. These solutions include actions such as supply chain management, waste management and re-use, resource efficiency along the value chain, cleaner production, life-cycle thinking, eco-innovation and eco-labelling.

¹³ UNEP, 2010.

¹⁴ Akenji et al, 2015.



Figure 2: Sustainable Consumption and Production, defined by UNEP.¹⁵

Sustainable Development

*The term sustainable development was first defined in 1987 in the Brundtland Committee's report *Our common future*.¹⁶ The report was written under the leadership of Gro Harlem Brundtland, former prime minister of Norway, and ever since the term sustainable development has been associated with her name. Sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. This is often put in the context that we don't inherit the earth from our ancestors, but rather borrow it from our children and future generations.*

The ideology of sustainable development emphasizes that the viewpoints of society and nature are as important as the economic viewpoint. Before this ideology came to be, economic factors often outweighed environmental and social factors in governments' and businesses' decision making, but in fact, these three pillars form an unbreakable bond with each other. The economy and society are parts of a closed system and the economic growth cannot exceed the limits of what nature has to give. Resources are limited and therefore, nature's capacity to maintain vital processes is constrained.

Sustainable development is a key term in all of today's discussion about developmental and environmental issues. When the Brundtland Report was released it was a call for action and change, but it is even more relevant today as consumption and waste is at an all-time high.

¹⁵ UNEP, n.d.b.

¹⁶ Brundtland, 1987.

2.3 The Nordic Approach

The Nordic countries place special emphasis on sustainable consumption and production patterns, through the programme Generation 2030.¹⁷ The programme builds upon and strengthens ongoing work on Agenda 2030 within the Nordic Council of Ministers and promotes Nordic co-operation on sustainable development. The aim of Generation 2030 is to encourage broad participation and discussion in relation to SDG work. To that end, various projects have been started where the emphasis is on the involvement of municipalities, scientists and the general public, with emphasis on the younger generation, politicians, and the private sector. Work on this theme also accords with the Nordic Strategy for Sustainable Development 2013-2025,¹⁸ which provides long-term guidelines in the focus areas of the Nordic welfare model: viable ecosystems, changing climate, sustainable use of the earth's resources, and education, research and innovation. The Nordic region also co-operates in order to establish a circular economy that will result in consumption and production remaining within nature's constraints and tolerance limits.¹⁹ Another important area of co-operation concerns reducing the risk from chemicals and hazardous substances as much as possible.

Encouraging SCP is an important environmental task. National and local governments can encourage SCP by making sure people can choose an environmentally friendly lifestyle in their daily lives and by making environmentally friendly choices cost-effective for businesses and institutions. Achieving this requires a strong well-designed national framework that is integrated into national and sectoral plans, sustainable business practices and consumer behaviour.

¹⁷ Nordic Council of Ministers, 2017.

¹⁸ Nordic Council of Ministers, 2019.

¹⁹ Nordic Council of Ministers, 2018.

3 The UN Sustainable Development Goals

3.1 The 17 SDG Goals

The 2030 Agenda for Sustainable Development provides a shared blueprint for peace and prosperity for people and the planet.²⁰ At the heart of the 2030 Agenda are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries, both developed and developing, in a global partnership. The SDGs are a continuation of the eight Millennium Development Goals (MDGs) from 2000-2015. In the 15 years they were in effect, abject poverty was reduced by more than half, maternal and infant mortality decreased significantly, and access to clean water increased notably, as well as children's access to education.²¹ The main difference between the MDGs and the SDGs is that the SDGs apply to all UN member states, not only developing countries as was the case with the MDGs.

The SDGs' duration is 15 years and their implementation started in 2016 and will continue to 2030. The SDGs aim to create a balance between the three main pillars of sustainable development, i.e. environmental, social and economic. The goals include five main themes that are meant to reflect the importance of each action. The themes are people, planet, prosperity, peace and partnerships. The SDGs unite global actions in order to overcome the world's biggest challenges, from hunger and poverty to equality and peace. The SDGs are put forth as concise goals and elaborate actions that the UN member nations have committed to adhere to. There are 17 SDGs with 169 targets that apply to national as well as international matters. Each target has 1-3 indicators to measure progress. Using these indicators, the UN have created a comprehensive dashboard, the Global SDG Index, that shows each country's status with regards to implementing the goals.²² The global SDG Index score and scores by each goal can be interpreted as the percentage of achievement.

²⁰ United Nations, 2015a.

²¹ Ibid.

²² Sustainable Development Report Dashboards, n.d.

The 17 Sustainable Development Goals

1. **No poverty:** End poverty in all its forms everywhere
2. **Zero hunger:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. **Good health and well-being:** Ensure healthy lives and promote well-being for all at all ages
4. **Quality education:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. **Gender equality:** Achieve gender equality and empower all women and girls
6. **Clean water and sanitation:** Ensure availability and sustainable management of water and sanitation for all
7. **Affordable and clean energy:** Ensure access to affordable, reliable, sustainable and modern energy for all
8. **Decent work and economic growth:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. **Industry, innovation and infrastructure:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. **Reduced inequalities:** Reduce inequality within and among countries
11. **Sustainable cities and communities:** Make cities and human settlements inclusive, safe, resilient and sustainable
12. **Responsible consumption and production:** Ensure sustainable consumption and production patterns
13. **Climate action:** Take urgent action to combat climate change and its impacts
14. **Life below water:** Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. **Life on land:** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16. **Peace, justice and strong institutions:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. **Partnerships for the goals:** Strengthen the means of implementation and revitalize the global partnership for sustainable development

3.2 SDG12 (Ensure Sustainable Consumption and Production Patterns)

The 17 SDGs form a whole as most of them are intertwined in one way or another. Working towards one particular goal will also mean working towards certain aspects in other goals. The goals are structured like this in order to facilitate their implementation and so that the results can easily be measured. Sustainable Development Goal 12 puts its focus on sustainable consumption and production patterns. Under SDG12 fall eleven sub-goals, or targets, measured by a total of thirteen indicators. Four of these thirteen indicators have a defined methodology.

Target	Indicator
12.1 Implement the 10-year framework of programmes 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	12.1.1 Number of countries with sustainable consumption and production (SCP) national action plans or SCP mainstreamed as a priority or a target into national policies*
12.2 By 2030, achieve the sustainable management and efficient use of natural resources	12.2.1 Material footprint, material footprint per capita, and material footprint per GDP 12.2.2 Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP*
12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses	12.3.1 Global food loss index
12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment	12.4.1 Number of parties to international multilateral environmental agreements on hazardous waste, and other chemicals that meet their commitments and obligations in transmitting information as required by each relevant agreement* 12.4.2 Hazardous waste generated per capita and proportion of hazardous waste treated, by type of treatment
12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	12.5.1 National recycling rate, tons of material recycled*
12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	12.6.1 Number of companies publishing sustainability reports
12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities	12.7.1 Number of countries implementing sustainable public procurement policies and action plans
12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature	12.8.1 Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment
12.A Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production	12.A.1 Amount of support to developing countries on research and development for sustainable consumption and production and environmentally sound technologies
12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products	12.B.1 Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools
12.C Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities	12.C.1 Amount of fossil-fuel subsidies per unit of GDP (production and consumption) and as a proportion of total national expenditure on fossil fuels

3.3 SDG12 – A Nordic Challenge

The Nordic countries rank highly in international reports of nations' progress towards the 17 SDGs, along with other industrialized countries. The Nordic countries were all ranked in the top fifteen in the 2019 Global SDG Index, with Denmark, Sweden and Finland in the top three.²³

	Rank	Country	Score
	1	Denmark	85.2
	2	Sweden	85.0
	3	Finland	82.8
	4	France	81.5
	5	Austria	81.1
	6	Germany	81.1
	7	Czech Republic	80.7
	8	Norway	80.7
	9	Netherlands	80.4
	10	Estonia	80.2
	11	New Zealand	79.5
	12	Slovenia	79.4
	13	United Kingdom	79.4
	14	Iceland	79.2
	15	Japan	78.9

Figure 3: Global SDG Index 2019, top 15.²⁴

An overview of the common challenges for the Nordic countries in achieving the SDGs shows that the high material consumption levels are affecting the Nordic region's performance negatively in international comparisons. This is clearly reflected in the figure below where all the Nordic countries have a red dot (very low score) for SDG12 in the SDG dashboard for 2019, (Green = SDG achievement, Yellow = Challenges remain, Orange = Significant challenges remain, Red = Major challenges remain). In line with this, SDG12 on sustainable consumption and production patterns has been identified as one of the most challenging SDGs for the Nordic region.²⁵

	NO POVERTY	ZERO HUNGER	GOOD HEALTH AND WELL-BEING	QUALITY EDUCATION	GENDER EQUALITY	CLEAN WATER AND SANITATION	AFFORDABLE AND CLEAN ENERGY	DECENT WORK AND ECONOMIC GROWTH	INDUSTRY, INNOVATION AND INFRASTRUCTURE	REDUCED INEQUALITIES	SUSTAINABLE CITIES AND COMMUNITIES	RESPONSIBLE CONSUMPTION AND PRODUCTION	CLIMATE ACTION	LIFE BELOW WATER	LIFE ON LAND	PEACE, JUSTICE AND STRONG INSTITUTIONS	PARTNERSHIPS FOR THE GOALS
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Denmark	Green	Orange	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Green	Orange	Red	Orange	Red	Yellow	Green	Yellow
Sweden	Green	Orange	Green	Orange	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Red	Red	Orange	Yellow	Orange	Yellow
Finland	Green	Orange	Yellow	Green	Orange	Yellow	Green	Yellow	Orange	Green	Yellow	Red	Red	Orange	Yellow	Yellow	Orange
Norway	Green	Red	Green	Orange	Green	Yellow	Green	Orange	Orange	Green	Yellow	Red	Red	Yellow	Orange	Orange	Yellow
Iceland	Green	Orange	Yellow	Orange	Yellow	Orange	Green	Yellow	Orange	Green	Orange	Red	Red	Red	Orange	Green	Red

Figure 4: SDG dashboard for the Nordic countries 2019.²⁶

²³ Sachs, 2019.

²⁴ Sachs, 2019, pg. 20.

²⁵ Nordic Council of Ministers, 2018.

²⁶ Sachs, 2019, pg. 24.

The Nordic countries have one of the highest material footprints in the world, and if everyone consumed as much as people in the Nordic region do, three or four additional planets would be needed in order to support the consumption.²⁷

Sustainable consumption and production patterns require active cooperation between consumers, industry and government, not only at the national level but also at regional and local levels. Small Nordic communities have the same responsibilities as big cities regarding this, despite their low population. On the other hand, they often do not have the same capacity when it comes to developing strategies and may also need other kinds of solutions than the big cities.



Figure 5. Mountain Lómagnúpur in Iceland. (Photo: Nikolaj Bock, Norden.org).

²⁷ Earth Overshoot Days, n.d.

4 Workshop in Iceland, 8th November 2019

A full-day workshop was held in Reykjavík on Friday 8th November 2019, which aimed to look at the challenges and opportunities that small Nordic communities are facing in implementing SDG12 on sustainable consumption and production patterns, as well as finding ways and strategies to meet those challenges. The aim of the workshop was also to create an overview while enhancing co-operation and knowledge exchange among the participants.



Figure 6. Groupwork during the workshop in Reykjavík. (Photo: Salome Hallfreðsdóttir, Environice).

4.1 Participants

The workshop participants represented small local communities in Åland Islands, Faroe Islands, Greenland and Iceland. Bornholm was also invited to take part, but the local authorities declined the invitation. The Reykjavík embassies and consulates of the different regions were contacted and asked for suggestions on three municipalities to participate, while the embassies were also invited to participate directly in the workshop. Bärkraft.ax was also contacted to collect further tips on potential participants from the Åland Islands. The suggested local governments were then contacted directly with an offer to participate. Below is a list of the municipalities that accepted this invitation as well as their representatives. Originally, three municipalities in each country/region accepted the invitation to participate, but a couple of them had to withdraw due to unforeseen incidents. Thus, one of three participants was missing from the Åland Islands as well as from Greenland.

1. Árdís Erna Halldórsdóttir, Hornafjörður, Iceland
2. Barbara Beatrice Davidsen, Tórshavn, Faroe Islands
3. Erica Scott, advisor on strategic sustainability to the Government of Åland and local authorities
4. Jóngerð Juul Olsen, Runavik, Faroe Islands
5. Karl Madsen, Avannaata, Greenland
6. Óla Jákup Bech, Klaksvik, Faroe Islands
7. Runa Sværd, Sermersooq, Greenland
8. Sandra Brá Jóhannsdóttir, Skaftárhreppur, Iceland
9. Sari Hautamäki, Mariehamn, Åland
10. Þorsteinn Gunnarsson, Skútustaðahreppur, Iceland

In addition to this, representatives from the Nordic House in Reykjavík, the Finnish Embassy in Reykjavík and the Faroese consulate in Reykjavík were present.

4.2 Workshop Design

The workshop participants received a preliminary draft of the roadmap prior to the workshop, with an introduction and description of the project, along with a framework that showed how the roadmap would be structured and what the role of the workshop would be. The workshop began with an introduction explaining the purpose of the workshop and the shaping of the project. The introductory part was followed by four plenary lectures (triggers) before the participants were divided into three groups that were asked to work on specific challenges related to SDG12. The group work consisted of two predetermined scheduled sessions. The first session emphasized the broader context and tried to draw on the experience of participants from their own municipalities, while the second session focused specifically on targets 12.3-12.8 of the SDG12.

4.2.1 Presentations

The introductory presentations were as follows:

1. *How to implement the SDGs in small communities. The purpose of the project.*
Stefán Gíslason, Environice
2. *Nordic co-operation on the environment and climate issues.*
Danfríður Skarphéðinsdóttir, Icelandic Ministry for the Environment and Natural Resources
3. *A short introduction to a new co-operative platform for local governments in Iceland on climate issues and the SDGs.*
Fanneý Karlsdóttir, The Nordic House
4. *The Icelandic government and the SDGs.*
Ásta Bjarnadóttir, Icelandic Prime Minister's Office
5. *What should we do with all that guilt?*
Þorgerður María Þorbjarnadóttir, Icelandic Youth Environmental Association
6. *How to define sustainable consumption and production.*
Erica Scott, advisor on strategic sustainability to the Government of Åland and local municipalities

Copies of slides and texts from the presentations are to be found in an appendix to this report.

4.2.2 Group work round #1

The first group work session of the workshop dealt with the following questions and sought out the experiences and ideas of participants related to consumption and production from their own municipalities. The questions were as follows:

1. How has your municipality/community worked towards responsible consumption and production (what has been done)?
2. What could stand in the way of implementing responsible consumption and production in your municipality/community? (state the hinders)
3. What is needed in order to work towards these goals? (need, tools)
4. What would the roadmap need to contain in order for it to be of the most use for your municipality/community? (For internal use)

4.2.3 Group work round #2

The latter group work session focused on SDG12 targets with emphasis on targets 12.3-12.8. Each of the three groups was assigned four targets to work with, which meant that each target was discussed in two groups.

- 12.3 Halve per capita food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses
- 12.4 Achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
- 12.5 Substantially reduce waste generation through prevention, reduction, recycling and reuse
- 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
- 12.7 Promote public procurement practices that are sustainable
- 12.8 Ensure that people have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

5 Ideas and Examples from Small Nordic Communities

In this section, the main results of the group work during the first round of the workshop are presented in the form of bulleted lists of keywords and sentences, reflecting each of the questions raised. This list might give some useful ideas for SDG12-related projects that could be realized by local authorities, businesses or the public.

5.1 What has been done?

1. How has your municipality/community worked towards responsible consumption and production (what has been done)? (This list is categorized to some extent. However, many of the points would fit into more than just one category)

BUSINESS AND COMMUNITY

- Exchange markets for clothes and toys
- Encourage residents and businesses to implement green policies
- Businesses invited to sign a climate policy, disclose CO₂ emissions and make plans for emission reductions
- Taking part in cluster projects, agriculture and tourism work together

EDUCATION

- Environmental weeks (used for awareness and education)
- Educate businesses on co-operation in line with the circular economy
- Pilot projects / action days with inhabitants to increase awareness and motivate families to co-operate on waste reduction (incl. food), CO₂ emission reduction, public health and the usage of social media to share the outcomes
- Poison free kindergartens
- Participation in the Eco-School programme and various related school projects

PROCUREMENT

- Procurement policy
- Increased purchasing of organic milk and other organic foodstuffs
- Use local food products when possible

PUBLIC INSTITUTIONS

- Green Steps (environmental award scheme for public institutions)
- Green accounting
- Default setting of printers to save paper
- Carbon offsetting

TRANSPORT

- Free public transport
- Led lights in streetlights
- Electric cars and electric busses
- Charging stations for electric cars
- Infrastructure projects to support other modes of transport than private cars, such as bikeroads, enhancing public transport, electronic bikes, fewer gas stations
- Skype meetings to reduce travelling

WASTE

- Focus on food-waste in schools through the Eco-School programme

- Emphasis on reduction of food waste in municipal working places
- ResQ club (an initiative to reduce food waste)
- Collecting and composting organic waste
- Waste management and ambitious sorting of waste
- Recycling stations (collecting points)
- Collection of ship waste
- Economic incentives, making unsorted waste more costly than separated waste
- Co-operation with neighboring communities on various issues, such as waste collection and waste management

5.2 What are the obstacles?

2. What could stand in the way of implementing responsible consumption and production in your municipality/community? (state the hinders) (uncategorized)
 - Car culture, infrastructure mainly designed for cars
 - Climate
 - Dependence on non-sustainable energy sources
 - Environmental issues not prioritized
 - Few staff members, limited capacity
 - Financial resources within the municipality
 - Ignorance of the importance of small communities impacts on the total consumption
 - Inadequate waste management
 - Isolation, long distances, rural settlements
 - Lack of infrastructure
 - Lack of political commitment
 - Lack of radical legislation to push the development
 - Lack of strategic thinking
 - Mindset and the level of knowledge
 - Need for imported food
 - Norms and attitudes
 - Political interests
 - The market and perceived need for economic growth
 - Tourism, challenge to make it go in harmony with environmental issues

5.3 What do we need?

3. What is needed in order to work towards these goals? (need, tools) (uncategorized)
 - Ambitious legislation to push the development
 - Carbon offset
 - Changed mindset
 - Clear and simple strategies
 - Clear support from the national government
 - Economic incentives to reduce waste
 - Education for all age groups within the municipality, not least the older ones
 - Emphasize and point out the easiest tasks (low hanging fruits)
 - Engage the whole community
 - Find the right balance between top-down and bottom-up approaches
 - Formal policy
 - Goal oriented management

- Good infrastructure
- Green accounting
- Information about incoming suggestions and what has been done
- Innovation
- Involve the public in developing policies and strategies to strengthen the ownership
- Involving the youth
- Make clear why the goals are important (through communication)
- Measure and show data
- More financial and human resources
- Motivate residents and businesses to suggest improvements
- Municipal grants for pioneers and innovation to encourage new and innovating ideas on sustainable consumption and production
- Municipalities need to lead with a good example
- Political prioritizing
- Politics, both local and national, need to put this on the agenda
- Reduction of taxes and fees for eco-buildings
- Resource centers to help municipalities to get the right implementation tools
- Simple indicators so people can understand
- Strong leadership
- Tax reduction for environmentally preferred action
- Transparency and information sharing
- Use inspiration from similar communities, share good examples, connect partners
- Use the Nordic Swan and other eco-labels to a greater extent

5.4 Content of the roadmap

4. What would the roadmap need to contain in order for it to be of the most use for your municipality/community? (For internal use)

The replies to this question were meant for internal use.

6 How to target SDG12 in Nordic Small Communities

In this section, the main results of the group work during the second round of the workshop are presented in the form of bulleted lists of keywords and sentences, linked to each of the targets within SDG12, i.e. targets 12.3-12.8. This summarizes the ideas and the visions of the participants regarding the actions that municipalities, businesses, organizations and the public can take to reduce consumption and production in their local community. It was emphasized that it is not necessary to re-invent the wheel but to use what has already been done and adapt it to small communities, whether it has to do with policies, strategies, campaigns, school projects, or something else.



Figure 7. Groupwork during the workshop in Reykjavík. (Photo: Salome Hallfreðsdóttir, Environice).

6.1 Reducing Food Waste

Target 12.3:

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Indicator 12.3.1: Global food loss index

Target 12.3 must be dealt with on the local level, as well as the national level.



Food loss and food waste have been defined as a decrease in quantity or quality of food along the food supply chain.²⁸ Food loss occurs along the food supply chain from harvest up to, but not including, the retail level, while food waste occurs at the retail and consumption levels.

While food waste issues are complex and many stakeholders need to work to reduce waste, a few simple changes to our habits, business operations and industry, as well as local priorities, can have a significant impact. Below is a summary of the main emphases that were highlighted by the members of the two groups discussing these issues during this section of the workshop.

Action

- Examples of leftover food action are *ResQ club* and *TooGoodToGo*
- Offer discount on "sell by" day
- Ugly fruits and vegetables should be sellable

Awareness raising, collaboration, motivation and education

- Education is needed in workplaces and in public institutions
- Education is needed to increase knowledge and awareness among the consumers, such as regarding the difference between "sell by" and "best before"
- Education is needed within the food production industry
- School programs, such as Eco Schools, can be used to bring attention to the food waste issue

Circular economy

- Local authorities and companies should have their own policies and action plans related to food waste
- Producers need to adapt to the concept of the circular economy

Eco labels and projects

- Eco-label for restaurants and hotels are important, such as The Nordic Swan
- Eco-labels for the food industry?

²⁸ FAO, n.d.

Innovation

- By-products and wastes from farm production could be used
- Focus should be put on projects and research for local communities
- Rapeseed oil is an example of a valuable by-product

Leadership, local and national governments

- Food loss and food waste reduction strategies are needed at the national and local level
- Food waste legislation is important, such as laws prohibiting the waste of food
- Green taxes on companies can be used to reduce food waste
- Local authorities must show a good example
- Strong leadership is needed from national and local governments
- The municipality can lead the way, being a large consumer

Local and seasonal products

- Food markets
- Offer seasonal products
- Support local production and emphasize local consumption

Public procurement

- Procurement policies need to be implemented in municipalities, public institutions and companies
- Use what is out there; an array of good examples exist

Professionals in the food industries

- People in the food sector and on the front line need to reinvent the system, discuss how it is and how we can change the situation
- The food sector should have a food strategy – and people working in the sector should participate in formulating the strategy (to create ownership)

Waste management and monitoring

- Gathering and communicating data on food waste is important, as well as making the data visible
- Organic waste must be collected separately

6.2 Management of Chemicals and Waste

Target 12.4:

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

Indicator 12.4.1: Number of parties to international multilateral environmental agreements on hazardous waste, and other chemicals that meet their commitments and obligations in transmitting information as required by each relevant agreement

Indicator 12.4.2: Hazardous waste generated per capita and proportion of hazardous waste treated, by type of treatment

Target 12.4 must be dealt with on the local level, as well as the national level. However, only the latter of two indicators (12.4.2) is applicable to the local level.



Good waste management is extremely important when dealing with hazardous waste, as well as knowledge of the use of the substances and their effects on the environment and biota. Below is a summary of the main emphases that were highlighted by the members of the two groups discussing these issues during this section of the workshop.

Action

- Competitions can be a way to move things forwards, such as Wasteless

Awareness raising, collaboration, motivation and education

- Communicate data on chemical waste to raise awareness

Circular Economy

- Local authorities and companies should have their own policies and action plans related to chemicals and waste
- Producers need to adapt to the concept of the circular economy

Eco labels and projects

- Promote the use of environmental certification and eco-labels, such as BREEAM and the Nordic Swan, respectively

Regulations

- Proper implementation is crucial

Spatial planning

- Green public transport
- Planning should take environmental issues into account
- Reduce car traffic
- The design process and material selection are important considerations when planning of buildings and structures
- Wastewater treatment

Waste management and monitoring

- Avoid making "wrong sorting" the easiest option
- Disposal of hazardous waste has to be safe
- Fines should be issued for wrong sorting (wrong use of bins)
- It must be easy to transport hazardous waste from homes for proper treatment
- Smart waste bins will give new possibilities for a PAYT-system (pay as you throw)



Figure 8. Hazardous waste. (Photo: Elias Sch., Pixabay).

6.3 Reduce Waste Generation

Target 12.5:

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

Indicator 12.5.1: National recycling rate, tons of material recycled

Target 12.5 must be dealt with on the local level, as well as the national level.



Reducing waste generation involves redesigning products and processes, as well as changing societal patterns of consumption and production (changes in consumer behaviour). Below is a summary of the main emphases that were highlighted by the members of the two groups discussing these issues during this section of the workshop.

Accessibility, sharing, exchange markets

- Borrow/rent instead of buying, e.g. the tools and instruments
- Exchange markets, not market driven
- Good access to drinking water

Awareness raising, collaboration, motivation and education

- Eco Schools programs
- Education and awareness raising is needed
- Encourage precycle vs recycle
- Information is needed on processes, resource use, how much is discarded, etc.
- One-on-one teaching on how to recycle
- Promote repair initiatives
- Reduce consumption
- Reduce use, e.g. printing paper in the workplace, disposable plastics, etc.

Entertainment

- Support green entertainment/recreation that does not lead to increased consumption

Innovation

- Innovation in re-use

Leadership, local and national government

- Local authorities and workplaces should not use disposable products
- Local authorities need to be open-minded, flexible and spontaneous
- Public authorities should not encourage consumption
- The legal framework should draw the lines
- Local authorities should collect and disseminate data on consumption, as well as sharing information on how to handle the task

Public procurement

- Procurement policies need to be implemented in municipalities, public institutions and companies
- Use what is out there; an array of good examples exist

Waste management and monitoring

- Avoid making “wrong sorting” the easiest option
- Containers for reusable items should be accessible
- Improved access to recycling stations



Figure 9. At a landfill site in Iceland. (Photo: Stefán Gíslason, Environice).

6.4 Encourage Companies to adopt Sustainable Practices

Target 12.6:

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

Indicator 12.6.1: Number of companies publishing sustainability reports

Target 12.6 must be dealt with on the local level, as well as the national level.



Below is a summary of the main emphases that were highlighted by the members of the two groups discussing these issues during this section of the workshop.

Awareness raising, collaboration, motivation and education

- Ask the companies what they are doing, learn from that and encourage others
- Collaboration between the locals and tourism industry has been successful in the Faroe Islands
- Collaboration between the municipality and universities should be recommended
- Co-operation with the private sector and industries is important
- National and local governments should ask for the assistance of the private sector to reach the goals

Corporate Social Responsibility (CSR)

- As a part of their CSR, large companies could offer innovation grants related to SCP
- Companies in the tourism value chain should sign a declaration on responsible tourism
- Companies should disclose and sign declarations on climate and other environmental issues

Eco labels and projects

- Award schemes
- Future fit business benchmark
- PowerHub projects
- The Nordic Swan

Public procurement

- Public authorities should demand sustainability police or environmental certifications in their tenders

Spatial planning

- Consider fees for the use of infrastructure
- Landowners and land users should comply with certain criteria
- Take consumption issues into account when planning new neighborhoods/areas
- The use of land should be carefully planned
- Tourism and nature protection need to be intertwined

6.5 Sustainable Public Procurement

Target 12.7:

Promote public procurement practices that are sustainable, in accordance with national policies and priorities

Indicator 12.7.1: Number of countries implementing sustainable public procurement policies and action plans

Target 12.7 must be dealt with on the local level, as well as the national level. However, the indicator (12.7.1) is not directly applicable to the local level.



Below is a summary of the main emphases that were highlighted by the members of the two groups discussing these issues during this section of the workshop.

Awareness raising, collaboration, motivation and education

- Educate internally; educate those that are working within public procurement
- It's important to illustrate the data on how much we are using and how to reduce it, such as how much CO₂ or money we have saved

Eco labels and projects

- Emphasize local, seasonal and eco-labelled products

Leadership, local and national governments

- Neighbouring communities could use the same suppliers to reduce transport-related emissions
- Sustainable public procurement should be prioritized at the national level
- Tenders should include a list of environmental criteria, including the use of eco-labelled products and measures to reduce waste of resources
- There is no need to re-invent the wheel, use what is already out there

6.6 Communication and Awareness

Target 12.8:

By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Indicator 12.8.1: Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment

Target 12.8 must be dealt with on the local level, as well as the national level. However, the indicator (12.8.1) is only partly applicable to the local level.



Below is a summary of the main emphases that were highlighted by the members of the two groups discussing these issues during this section of the workshop.

Available and visual data

- Data needs to be publicly available so people can easily see and understand
- Make the change more visible

Educational system, at all levels

- Eco School programs
- Look into the public education system and see if it incorporates how it is to be a human
- Re-educate people
- School projects are important, such as energy projects, food waste projects, etc.
- Teach how to live in a sustainable society

Stimulate debate and the market

- Governments should take strong and drastic decisions, such as a plastics ban, to stimulate the debate and companies, organizations and municipalities
- Make the SDGs market friendly, stimulate the market

7 Ideas

As reflected in this report, municipalities, businesses, organizations and the public can take various actions to reduce consumption and promote sustainable production. For small communities, it is important to leverage the material that already exists, and has already been developed by others, and to adapt it to their work and scale, such as policies, strategies, campaigns, school projects, engagement in activism, action plans, innovation grants, eco-labels, etc. There is no need to re-invent the wheel, rather use what is already out there.

This chapter contains a somewhat random collection of a few ideas, partly based on the results from the workshop in Reykjavík in November 2019, and partly on other tips or suggestions that the authors came across during the project period. These ideas can be seen as examples that small Nordic communities can follow in their work on SDG12 or at least act as reminders on some of the most important issues that need to be addressed. Chapters 5 and 6 contained a much more comprehensive list of ideas that could be developed and built up on. Those chapters should be seen as the core of this roadmap, while chapter 7 should be seen as a short collection of supplementary and complementary ideas.

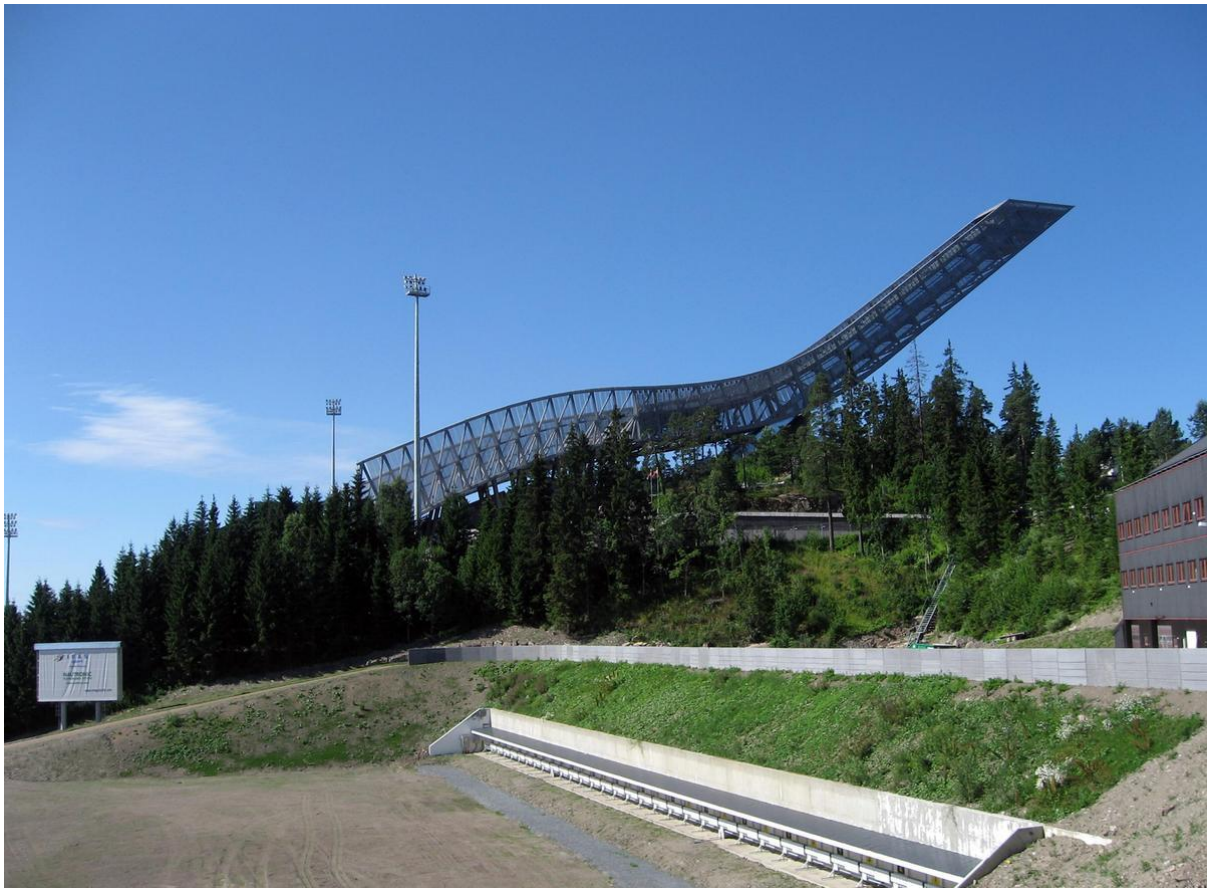


Figure 10. Holmenkollen. (Photo: Eivind Sætre, Norden.org).

7.1 Review of spatial planning documents

Spatial planning underpins all legally enshrined policies and plans at the local government level, especially the master plan of the municipality. Thus, it is of fundamental importance that sustainable consumption and production is integrated into planning documents.

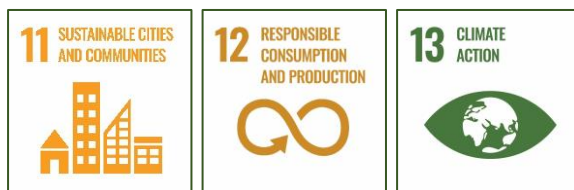
The master plan is normally reviewed every four years or so. Local authorities in small Nordic communities are encouraged to pay special attention to the SDGs, including SDG12, at the next regular review. The SDGs might even be a reason to revise the master plan earlier than has been scheduled. SDG12 is not the only goal that might trigger such a review. SDG13 on climate action is perhaps an even more important reason to review all planning, bearing in mind the urgency that has been becoming more evident recently, even defined by some in terms of a climate emergency.

The process of this special review would start with a formal decision of the local government, followed by a thorough analysis of the master plan with "SDG-glasses", including a comparison of the individual parts of the master plan with the 17 SDGs as well as the underlying targets. All the targets that are perceived as relevant for the community in question would need to be reflected in the revised master plan, at the same time as making the links to the respective SDGs abundantly clear.

Further information

Internal

Links to SDGs



and most of the others

7.2 Local Agenda 21 revisited

As touched upon in chapter 2.1, Agenda 2030 has its historical roots in Agenda 21. The concept of SCP is also closely linked to sustainable development.

After the Rio conference 1992, several local authorities developed their own goals and action plans for sustainable development, i.e. Local Agenda 21 (LA21). Nordic countries were at the forefront in this work and a high number of local governments adopted LA21 in a formal way. In some cases, the implementation, however, might not have met the expectations. Some of the goals or action plans might have turned out to be unrealistic, actions might have been postponed due to the lack of economic and human resources, and in some cases the top local politicians and officials were not sufficiently committed to meet the objectives of the plans.

In the light of the considerations above, there is a reason to believe that outdated LA21 documents might contain a handful of ideas that are still relevant but have not been turned into reality, including ideas to enhance sustainable consumption and production. Some other unused ideas from these documents, however, have most likely lost their relevance for the current situation.

Bearing this in mind, local authorities in small Nordic communities are encouraged to revisit their old LA21 documents and consider the relevance of ideas there in finding ways to implement and integrate SDG12 into their operations.

As stated above, *it is not necessary to re-invent the wheel but to use what has already been made.*

Further information

Internal

Links to SDGs



and most of the others

7.3 Promote eco-labels

The Nordic countries have been cooperating on the Nordic Swan since its establishment in 1989. A compilation of success stories from small businesses in small Nordic communities, who had acquired the Nordic Swan for their goods or services, was published in 2013. The smallest company that was featured had only one employee. Representatives from most of the companies in question “*agreed that the ecolabel had brought new opportunities, and in some cases opened up access to new markets*”.²⁹ While doing this, the Nordic Swan has the potential to significantly contribute to sustainable consumption and production through influencing companies to initiate more sustainable production and by making it easier for consumers to find environmentally friendly products.

The Nordic Swan is a multi-criteria eco-labelling scheme, based on a life-cycle approach, thus taking into account environmental aspects across the whole lifespan of the products and services in question. Because of that, the Nordic Swan is not only about responsible use of chemicals, but also about energy saving, reducing greenhouse gas emissions, protecting ecosystems, and reducing consumption and use of resources. At the same time, the scheme has strict criteria concerning quality, i.e. the usability and durability of the products.

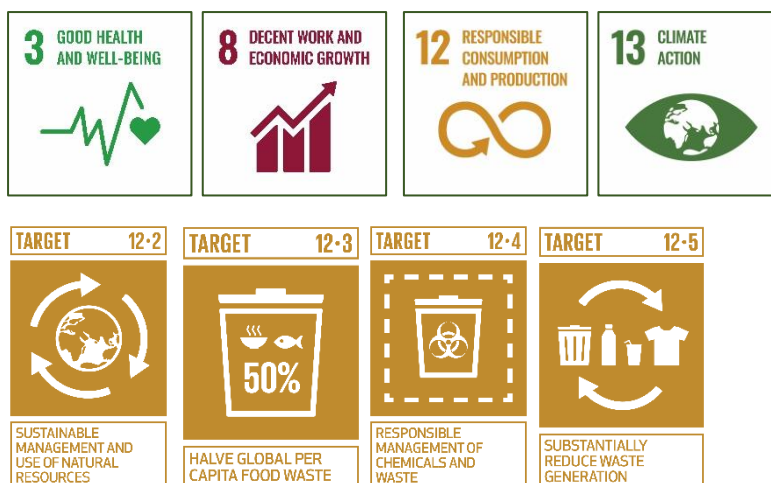
Bearing in mind the strong status of the Nordic Swan and its potential to contribute to sustainable consumption and production, local authorities in small Nordic communities are encouraged to promote the Nordic Swan to their local businesses in co-operation with national eco-labelling offices operating in all of the five Nordic countries.

Further information

National eco-labelling secretariats

- www.ecolabel.dk
- www.ecolabel.fi
- www.ecolabel.no
- www.ecolabel.se
- www.svanurinn.is

Links to SDGs



²⁹ Gíslason, 2013. (Pg. 7, author’s translation).

7.4 Smart waste bins

Smart waste bins can be an important part of an effective waste collection system in big cities as well as in sparsely populated rural areas. The concept of the “smart waste bin” does not have a uniform meaning, except from that a “smart bin” must be “smart” This means that the bin is equipped with some kind of electronic sensor, a chip or a barcode. The technology may be designed for central containers in public spaces or for small waste bins in individual homes.

The more advanced versions might monitor the fill level of the bin and inform the service provider when emptying is needed. This can be helpful in many ways, also by collecting data on the amount of waste collected at different locations at different times, making it possible to optimize the location and size of each container, as well as the waste collection routes and size of collection vehicle fleets. This may or may not contribute to waste reduction and/or better sorting/recycling but does at least have the potential to cut waste-related costs.

A less advanced version could consist of a chip (RFID) or even just a barcode or a QR-code in each bin and a reader and scale in each waste collection vehicle, making it possible to exactly monitor the amount of waste collected at each home or location. Having this information opens up new possibilities to implement the polluter-pays-principle through a PAYT (pay-as-you-throw) scheme, where each user is charged for exactly the amount of waste (in kilograms) that he/she is responsible for. At the same time, this should be an effective way to motivate waste reduction, better sorting and increased recycling, given that PAYT-fees avail an economic incentive to act accordingly. This simple version could be a most useful tool to apply effective incentives in small communities, at the same time as the collected data helps to optimize the collection system, both when choosing the right size of bins and when designing waste collection routes and frequencies. However, this might be a costly solution. Harsh weather conditions can also be a hindrance in northern climates.

A simpler but less “smart” way to adapt the waste fee system to the PAYT-methodology would be to link waste fees to the size of bins, the number of bins, the collection frequency etc. in a less automotive way.

Further information

See references.³⁰

Links to SDGs



³⁰ Stattin et.al, 2019.

7.5 Food waste prevention

Food waste is a major contributor to unsustainable consumption patterns and greenhouse gas emissions. The importance of food waste is reflected e.g. in the fact that target 12.3 of SDG12 addresses this problem specifically (“By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses”).

Food waste issues are complex and as pointed out above, many stakeholders need to work together to reduce food waste. Everything counts and “no one is too small to make a difference”, as stated by Greta Thunberg.³¹

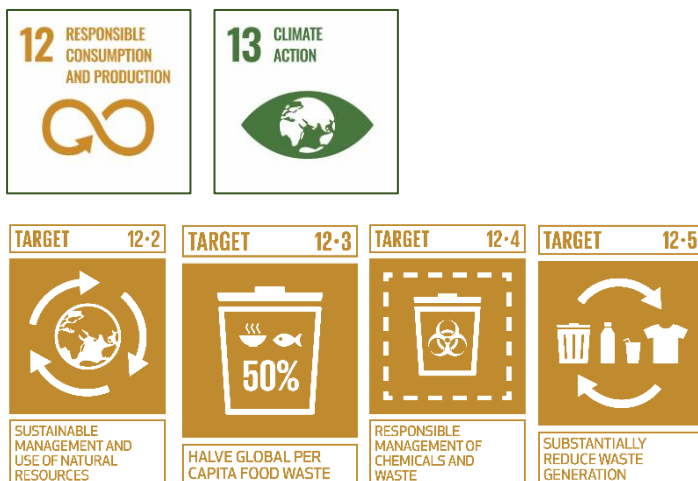
A simple food waste prevention program started in the canteen of the elementary school in Egilsstaðir, Iceland in December 2014. The only change made was that the children had to put their food on their plates instead of having that done by a staff member. All leftovers were then weighed before they were thrown into the waste bin and the youngest children started competing about who could dispose of the smallest amount. Shortly after the start of the program, ten kilos less waste was deposited every afternoon than before, i.e. some 28 grams for each of the 360 pupils. This may not seem to be a huge amount, but this really counts on an annual basis. In addition to that, projects of this kind have the potential to generate positive impacts on food waste behaviour in the home.³²

The project is ongoing. Every year 5th grade is responsible for the monitoring and documentation of the results.

Further information

Fljótshérað municipality (<https://www.fljotsdalsherad.is/>).

Links to SDGs



³¹ Thunberg, 2019.

³² RÚV, 2015.

References

1. Akenji, L., Bengtsson, M., Briggs, E., Chiu, A., Daconto, G., Fadeeva, Z. ... Tabucanon, M. (2015): *Sustainable Consumption and Production. A Handbook for Policymakers*. Kenya: UNEP. <http://wedocs.unep.org/handle/20.500.11822/9660>.
2. Bauer, B., Watson, D. and Gylling, A. C. (2018): *Sustainable Consumption and Production – An analysis of Nordic progress towards SDG12, and the way ahead*. ANP 2018:798. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/ANP2018-798>.
3. Brundtland, G. (1987): *Report of the World Commission on Environment and Development: Our Common Future*. <https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>.
4. Earth Overshoot Day (n.d.). (Accessed 15.09.2019): *Country Overshoot Days*. <https://www.overshootday.org/newsroom/country-overshoot-days>.
5. European Environment Agency (2010): *The European environment – State and outlook 2010*. <http://dx.doi.org/10.2800/58407>.
6. FAO (n.d.) (Accessed 08.01.20): *Food Loss and Food Waste*. <http://www.fao.org/food-loss-and-food-waste/en>.
7. Gíslason, S. (2013): *Svanen og EU Ecolabel – Suksesshistorier i nordiske småsammfunn. Produsentenes erfaringer*. TemaNord 2013:576. Nordic Council of Ministers, Copenhagen. <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A702005&dswid=7908>.
8. Nordic Council of Ministers (2017): *Generation 2030: Nordic programme for Agenda 2030 - Programme Description 2017–2020*. Nordic Council of Ministers, Copenhagen. <https://norden.diva-portal.org/smash/get/diva2:1153406/FULLTEXT01.pdf>.
9. Nordic Council of Ministers (2018): *Programme for Nordic Co-operation on the Environment and Climate 2019–2024*. ANP2018-808. Nordic Council of Ministers, Copenhagen. <http://norden.diva-portal.org/smash/get/diva2:1268544/FULLTEXT01.pdf>.
10. Nordic Council of Ministers (2019). *A Good Life in a Sustainable Nordic Region. Nordic Strategy for Sustainable Development 2013-2025*. PolitikNord 2019:705. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/PN2019-705>.
11. RÚV (Icelandic National Broadcasting Service) (2015): *Sóunin minni þegar börnin halda um ausuna*. News on homepage 17 January 2015. <https://www.ruv.is/frett/sounin-minni-thegar-bornin-halda-um-ausuna>.
12. Sachs, J., Schmidt-Traub, G., Kroll, C., Lafortune, G., Fuller, G. (2019): *Sustainable Development Report 2019*. New York: Bertelsmann Stiftung and Sustainable Development Solutions Network (SDSN). https://s3.amazonaws.com/sustainabledevelopment.report/2019/2019_sustainable_development_report.pdf.
13. Stattin, E., Sandqvist, F. and Stenmarck, Å. (2019): *Digitaliseringens möjligheter inom avfallshanteringen*. Avfall Sverige. https://www.avfall Sverige.se/kunskapsbanken/rapporter/rapportera/article/digitaliseringens-mojligheter-inom-avfallshanteringen/#news-single-report_tabs-filepage
14. Sustainable Development Report Dashboards (n.d.). (Accessed 11.09.2019): *Sustainable Development Report Dashboards*. <https://dashboards.sdgindex.org>.
15. *The Johannesburg Declaration on Sustainable Development* (2002). https://ec.europa.eu/environment/archives/wssd/documents/wssd_pol_declaration.pdf.
16. Thunberg, G. (2019): *No One Is Too Small to Make a Difference*. Penguin Books Ltd., London.

17. United Nations (2015a): *The Millennium Development Goals Report 2015*.
[https://www.un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20\(July%201\).pdf](https://www.un.org/millenniumgoals/2015_MDG_Report/pdf/MDG%202015%20rev%20(July%201).pdf).
18. United Nations (2015b): *Transforming our world: The 2030 Agenda for Sustainable Development*.
<https://sustainabledevelopment.un.org/post2015/transformingourworld>.
19. United Nations. (2019). *The Sustainable Development Goals Report 2019*.
<https://unstats.un.org/sdgs/report/2019/The-Sustainable-Development-Goals-Report-2019.pdf>.
20. United Nations Conference on Environment and Development (1992): *Agenda 21, Rio Declaration, Forest Principles*. United Nations, New York.
21. United Nations Environment Programme (n.d.a). (Accessed 02.09.19): *The 10 Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)*.
<https://www.unenvironment.org/explore-topics/resource-efficiency/what-we-do/one-planet-network/10yfp-10-year-framework-programmes>.
22. United Nations Environment Programme (n.d.b). (Accessed 01.10.19): *Sustainable Consumption and Production: an operational approach to sustainability*.
https://www.oneplanetnetwork.org/sites/default/files/briefings_on_scp.pdf.
23. United Nations Environment Programme (2010): *ABC of SCP: Clarifying Concepts on Sustainable Consumption and Production*.
<https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=945&menu=1515>.
24. United Nations Sustainable Development Goals (n.d.) (Accessed 02.09.19): *Sustainable consumption and production*.
<https://sustainabledevelopment.un.org/topics/sustainableconsumptionandproduction>.
25. United Nations Sustainable Development Goals (2019) (Accessed 02.11.19): *The sustainable development agenda*. <https://www.un.org/sustainabledevelopment/development-agenda>.

Links and further reading

The following list includes a non-comprehensive collection of links and other materials, not directly referred to in the text above, which, however, might contain useful hints for the communities' work on SDG12.

1. BREEAM (n.d.): *BREEAM*. <https://www.breeam.com>.
2. Christiansen, A., Skovbjerg, M., Bauer, B. and Egebæk, K. (2019): *Cirkulær guide. Fællesnordisk vejledning til udvikling af "den cirkulære kommune" i Norden*. TemaNord 2019:511. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/TN2019-511>.
3. Commonwealth of Australia (2017): *National Food Waste Strategy. Halving Australia's food waste by 2030*. <https://www.environment.gov.au/system/files/resources/4683826b-5d9f-4e65-9344-a900060915b1/files/national-food-waste-strategy.pdf>.
4. Danish Government (2015): *Denmark without Waste II. A Waste Prevention Strategy*. https://eng.mst.dk/media/164923/denmark-without-waste-ii_wasteprevention.pdf.
5. Eco-Schools (n.d.): *Eco-Schools*. <https://www.ecoschools.global>.
6. European Commission (n.d.): *EU Ecolabel*. <http://www.ecolabel.eu>.
7. Gram-Hanssen, I., Hanssen, I., Hultén, J., Silvennoinen, K., Werge, M., Stenmarck, Å. and Aare, A. (2016): *Food Redistribution in the Nordic Region. Phase II: Identification of best practice models for enhanced food redistribution*. TemaNord 2016:502. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/TN2016-502>.
8. Hillgrén, A., Bröckl, M. and Halonen, M. (2016): *Nordic best practices. Relevant for UNEP 10YFP of sustainable consumption and production*. TemaNord 2016:505. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/TN2016-505>.
9. Hillgrén, A., Bröckl, M., Descombes, L., Kontiokari, V. and Halonen, M. (2016): *Nordic Best Practices. Relevant for UNEP 10YFP on Sustainable Tourism and Consumer Information*. TemaNord 2016:546. Nordic Council of Ministers, Copenhagen. <http://norden.diva-portal.org/smash/get/diva2:1044854/FULLTEXT01.pdf>.
10. Kortesoja, A., Bröckl, M., Jonsson, H., Kontiokari, V. and Halonen, M. (2018): *Nordic Best Practices. Relevant for UNEP 10YFP on Sustainable Buildings & Construction and Sustainable Food Systems*. TemaNord 2018:505. Nordic Council of Ministers, Copenhagen. <http://norden.diva-portal.org/smash/get/diva2:1177169/FULLTEXT01.pdf>.
11. Larsen, m. and Alslund-Lanthén, E. (2017): *Bumps on the Road to 2030. An overview of the common challenges for the Nordic countries in achieving the Sustainable Development Goals (SDGs)*. ANP 2017:738. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/ANP2017-738>.
12. Love Food, Hate Waste (n.d.): *Spoiled Rotten*. <https://www.lovefoodhatewaste.com>.
13. National Zero Waste Council (2018). *A Food Loss and Waste Strategy for Canada*. <http://www.nzwc.ca/focus/food/national-food-waste-strategy/Documents/NZWC-FoodLossWasteStrategy.pdf>.
14. Nordic Council of Ministers (2017): *Preventing Food Waste – better use of resources*. ANP 2017:745. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/ANP2017-745>.
15. Nordic Ecolabelling (n.d.): *Nordic Swan Ecolabel. The official ecolabel of the Nordic countries*. <http://www.nordic-ecolabel.org>.
16. Poulsen, T., Gylling, C. and Breiting, S. (2018): *På vej med affaldsforebyggelse – lærervejledning*. ANP 2018:733. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/ANP2018-733>.
17. Poulsen, T., Gylling, C. and Breiting, S. (2018): *På vej med affaldsforebyggelse – elevhæfte*. ANP 2018:734. Nordic Council of Ministers, Copenhagen. <http://dx.doi.org/10.6027/ANP2018-734>.

18. ResQ Club (n.d.): *Leave no meal behind.* <https://www.resq-club.com>.
19. Stop spild af mad (n.d.): *Danmarks største bevægelse mod madspild.* <https://stopspildafmad.org>.
20. Too Good To Go (n.d.): *Come fight food waste with us.* <https://toogoodtogo.org/en>.
21. Wasteless (n.d.): *Wasteless.* <https://www.wasteless.com>.

Appendix: Slides and texts from workshop presentations

Slides are presented in the same order as during the workshop (see Chapter 4.2.1).



How to implement the SDGs in small communities

The purpose of the project

Stefán Gíslason
MSc Environmental Management and Policy
Environice, Borgarnes, Ísland
www.environice.is, stefan@environice.is



Stefán Gíslason



- MSc Lund University (IIIEE) 1998
- Founder and owner of Environice Consulting (since 2000)
- 21 years of environmental/sustainability consulting, such as
 - A national co-ordinator for LA21 in Iceland 1998-2009
 - Consultant for 2+ regions working with sustainability certification of tourist destination (Earth Check)
 - Author of two Nordic reports on sustainability certification of tourist destinations
 - Assisting members of GCoM in carbon accounting etc.
- Former member of the GSTC Accreditation Panel
- Marathon- and trail runner (non-relevant for this presentation) ☺



Historical background

- The 60's: Growing environmental awareness (after *The Silent Spring*)
- Indira Gandhi, Stockholm, 1972: "Poverty is the worst pollution"
- The 70's: "Eco-development"
- The Brundtland-report 1987:
The concept of sustainable development formally established.
- Rio 1992: The birth of Agenda 21 / Local Agenda 21
- More concepts:
 - Local Action 21 (Johannesburg 2002)
 - Sustainable consumption and production
 - Circular economy
 - Agenda 2030 (with the SDGs at its heart)
- **More or less all the same**
- However, the SDG's are unique because of their wide international support/commitment



SDGs and local authorities

- Local authorities are the authorities closest to the people – thus playing a unique role in the implementation of the SDGs
- *"65% of the 169 underlying targets will not be reached without proper engagement of and coordination with local and regional governments"* (according to a UN-guide (2016))
- Nordic local authorities can
 - Not only see the SDGs as something that has to be implemented, but also: Use the SDGs as a source of inspiration/ideas
 - Adopt SDGs as their own targets in the sustainability work = raising the bar
 - Use the SDGs as a checklist to identify gaps, strengths and weaknesses
 - Use SDGs as a communication tool or a reference e.g. in annual reports (putting their performance in a context and pointing out the links = showing how their work on the local level contributes to the work on the global level)
- However, "no one size fits all"



Background of our project

- The Nordic countries rank high in international reports of nations' progress towards the 17 Sustainable Development Goals (SDGs)
 - All ranked in the top ten in the 2018 Global SDG Index, with Sweden, Denmark and Finland in the top three
- SDG 12 on *sustainable consumption and production patterns* has been identified as one of the most challenging Sustainable Development Goals for the Nordic region
 - High material consumption levels are affecting the Nordic region's performance negatively in international comparisons
- Nordic small communities have the same responsibility as big cities regarding the implementation of SDG12 despite their low population
- But they don't have the same capacity and may need other kinds of solutions than the big cities
 - That's why The Icelandic Presidency of the Nordic Council of Ministers took this initiative to support the small communities in their implementation work by developing a roadmap



This workshop

- The main purpose of this workshop
 1. Create an overview of the challenges and opportunities the Nordic small communities are facing regarding SDG12
 2. Find ways and strategies to meet those challenges and use the opportunities
 3. Enhance co-operation and knowledge exchange among the participants
- The structure of the workshop
 1. A few short presentations to put it all into a context
 2. Group work (1) on 4 questions:
 - a) What has your community done?
 - b) What are the hinders?
 - c) What is needed in order to work towards SDG12 and its targets?
 - d) What should the roadmap contain?
 3. More presentations
 4. Group work (2) on SDG12, targets 12.3-12.8
 5. Conclusions and farewell
- Hope you enjoy your day



7. apríl 2020



Nordisk samarbejde om miljø og klima

Stjórnarráð Íslands
Umhverfis- og auðlindaráðuneytið



Stjórnarráð Íslands
Umhverfis- og auðlindaráðuneytið

Nordisk samarbejdsprogram for miljø og klima 2019–2024

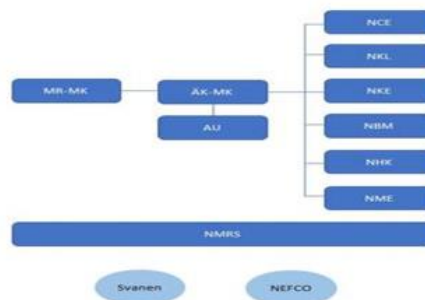
Prioriteringer:

- Cirkulær økonomi
- Klima og luft
- Kemikalier – miljø og helse
- Biologisk mangfoldighed
- Hav og kyst



Stjórnarráð Íslands
Umhverfis- og auðlindaráðuneytið

Diagram over organisationen





Gennemførelse af programmet

Nordisk arbejdsgruppe for cirkulær økonomi (NCE)

Nordisk arbejdsgruppe for klima og luft (NKL)

Nordisk arbejdsgruppe for kemikalier, miljø og sundhed (NKE)

Nordisk arbejdsgruppe for biologisk mangfoldighed (NBM)

Nordisk arbejdsgruppe for hav og kyst (NHK)

Nordisk arbejdsgruppe for miljø og økonomi (NME)



FN's verdensmål

Generation 2030

Fra et nordisk perspektiv udgør målene om bæredygtig forbrug og produktion (SDG12), klima (SDG13), hav (SDG14) og biologisk mangfoldighed (SDG 15) en særlig udfordring.



Vores vision 2030

Den nordiske region skal blive den mest bæredygtige og integrerede region i verden frem mod år 2030.

- Grønt Norden
- Konkurrencedygtigt Norden
- Socialt bæredygtigt Norden



Principper i samarbejdet

- Nordisk nytte og merværdi
- Internationalt samarbejde og partnerskab
- Stærkere miljøpolitik i EU/EØS
- Øget kundskab og kompetence



Working with the SDGs at the municipal level in Iceland

Eygerður Margrétardóttir
Project Manager of Environment and Waste
Management
**Icelandic Association of Local
Authorities**



Stórukin umferð vegna skólabyrjunar

Örplasti einnig að finna í neysluvatni hér á landi

Today's challenges demand wide cooperation and holistic strategies

The SDGs

- Three dimensions
- Shared blueprint for peace and prosperity for people and the planet, now and into the future
- 17 goals and 169 targets designed for Nations
- 65% will only be accomplished with local municipal involvement
- 232 UN indicators



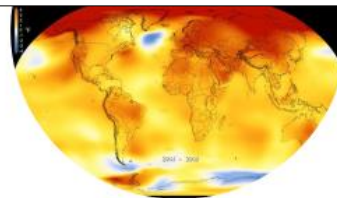
Platform for climate and SDGs at the municipal level

- Established 19th of June this year
- 40 Icelandic municipalities have signed a statement to participate
- 75 contacts listed
- Regular contact meetings



The Platforms role

1. Sharing knowledge and experience to and between municipalities.
2. Analyze and seize opportunities for collaboration.
3. Explore opportunities for common development of indicators.
4. Find ways to facilitate local access to capital.
5. Ensure the involvement of local authorities in setting, enforcing and developing rules and programs in Climate and SDGs issues.



Municipality involvement at National level

SDGs steering committee

Anna Guðrún Björnsdóttir, Icelandic Association of Local Authorities

Icelandic Climate Council

Hrönn Hrafnadóttir, Reykjavík City

Ragnar Frank Kristjánsson, Municipality of Borgarbyggð

Climate action plan committee



Eygerður Margrétardóttir, Icelandic Association of Local Authorities





Platforms SDGs working group

- Define SDGs goals that may be shared by Icelandic municipalities and propose procedures for selecting them.
- Municipalities differ so flexibility is necessary.
- Suggest common indicators.
- Report progress on contact meetings.


Indicators

my goal was to keep track of whether i'm hitting my goals

how's that going

well i assume i blew it

www.ahalmakswill.com



HEIMSMARKMIÐIN Í KÓPAVOGI


MEÐ NYRRI HEILDSTÆÐRI STEFNU OG ÁRANGURSMÆLIKVÖRDUM

		<h2>Municipality of Skaftárhreppur</h2>
		<ul style="list-style-type: none"> • Have used the SDGs as a common language in policy-making. • Large but small municipality. • Population composition is changing. • Number of tourists.

<p>Goal 12. Ensure sustainable consumption and production patterns</p>		
<ul style="list-style-type: none"> • Great challenges in Iceland as everywhere else. • Consumption and waste is related to all the SDGs to some extent. • Local strategies necessary. 		

Next few steps

- Continuing registration and signing of declarations at the turn of the year.
- Ongoing working groups of the platform.
- Analyze opportunities for increased collaboration at local and national level.
- View funding options.
- Define ICT for the platform.
- Next contact meeting in November.
- Conference in spring 2020.





Thank you!



SAMBAND ÍSLENSKRA SVEITARFÉLAGA

07 April 2020



The Icelandic Government and the SDGs

Ásta Bjarnadóttir, Prime Minister's Office

Government of Iceland
Prime Minister's Office



Government of Iceland
Prime Minister's Office



SUSTAINABLE DEVELOPMENT GOALS 17 GOALS TO TRANSFORM OUR WORLD



Government of Iceland
Prime Minister's Office



The Sustainable Development Goals

- 17 goals
- 169 targets
- Approved by 193 member states of the UN
- Universal
- Interconnected - interlinked
- 5 Ps: People, Planet, Prosperity, Peace and Partnership
- "Leave no one behind"





Iceland and the SDGs

- Working group
- A status report published in 2018
- 65 priority targets
- Voluntary National Review at the UN in 2019
- The SDGs linked to numerous government policies and programs
- Data collection for SDG indicators
- Youth Council – stakeholder engagement
- PR and communications
- Project Portal - heimsmarkmidin.is



Generation 2030 Programme



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Main challenges

- Decrease consumption and implement circular economy
- Tourism in harmony with the environment and the community

Government of Iceland Prime Minister's Office

REPORTING STATUS ABOUT GUIDANCE FAQ A

Indicator search

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns

Home / Goal 12

12.1.1	Exploring data sources	12.2.1	Exploring data sources	12.2.2	Exploring data sources	12.5.1	Exploring data sources
Number of countries with sustainable consumption and production (SCP) national action plans or SCP measures named as a priority or a target into national policies		Material footprint, material footprint per capita, and material footprint per GDP		Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP		Global food loss index	
12.4.1	Reported online	12.4.2	Exploring data sources	12.5.1	Reported online	12.6.1	Exploring data sources
Number of parties to international multilateral environmental agreements on hazardous waste, and other chemicals that meet their commitments and obligations in transmitting information as required by each relevant agreement		Hazardous waste generated per capita and proportion of hazardous waste treated, by type of treatment		National recycling rate, tons of material recycled		Number of companies publishing sustainability reports	
12.7.1	Exploring data sources	12.8.1	Exploring data sources	12a.1	Exploring data sources	12.b.1	Exploring data sources
Number of countries implementing sustainable public procurement policies and action plans		Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies, (b) curricula, (c) teacher education, and (d) student assessment		Amount of support to developing countries on research and development for sustainable consumption and production and environmentally sound technologies		Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools	
12.c.1	Exploring data sources						
Amount of fossil-fuel subsidies per unit of GDP (production and consumption) and as a proportion of total national expenditure on fossil fuels							

Indicators and data

Methodology or standards not yet defined

Government of Iceland Prime Minister's Office

Gallup Poll, January 2019

Category	Mikið	Nokkuð	Lítið	Ekkert
Breytt hegðun	8,1%	54,5%	23,9%	13,5%
Breyttar neysluvenjur	45,8%	31,3%	17,2%	
Breyttar ferðavenjur	20%	34%	40,8%	

Heimild: Gallup



Hello, I am here as a spokesperson of youth. We are here to think about our consumption. I am going to start this by telling you about a few things that are cancelled.

Plastic bags are cancelled

Buying new clothes every month is cancelled

Giving pointless gifts that nobody ever uses because it is Christmas is cancelled

Single use straws are cancelled

Single use cups are cancelled

And single use dishes are cancelled

In fact, everything that is single use is cancelled

We need to go back in a sense where we respect the things we get.

I think that in no doubt the future will force us to think this way. So, the sooner the better and everything we do now is going to be a sort of damage control for the future because whether we like it or not our social structure is going to go

under huge changes in a few decades. We want to try to withhold human rights and everybody to change the way they live so that not only the rich and a few lucky ones will be able to keep on living this life we are currently living and everybody else to be forced to live in uncertainty if there will be food tomorrow, clean water etc.

So, the stakes are very high.

Lately there has been a revelation in society. Suddenly everything you do is starting to make you feel guilty. Flying makes you feel guilty, eating meat makes you feel guilty. Accepting a single use coffee cup makes you feel guilty. Buying clothes makes you feel guilty and driving a car makes you feel guilty.

People like Greta Thunberg are doing a good job opening peoples' eyes to what we are doing. Especially those of you who are older than me. The words of Greta really stung people. Shame on you! And most of us started to feel ashamed for our lifestyles. If you don't feel the slightest bit of shame when you step onboard a plane then you don't get the context.

But what then? Where am I supposed to channel all that shame and guilt into changing the way I live? Because I don't feel like anything is changing much. We are so comfortable in our lives that we are not willing to REALLY change anything. We are willing to pay a bit more to carbon offset our use of fossil fuels and buy an electric car so that we can keep on owning our own car and drive around.

The market is taking that guilt and using it to sell us straws made of steel instead of it making us change our ways.

So that is where you come in.

Municipalities and governments have the ability to set rules. Municipalities are so close to the community. Especially in small communities. And we know our people. I want to be a bit rude and say that the majority of people are not going to change anything unless it is easy. In fact, it must become easier to do something than to not do it.

If we take waste for example. It should be easier to recycle everything you throw away than to throw everything in the same bin. And by easier I also mean cheaper. It should be expensive to throw away stuff. Reducing, reusing and recycling should be what people are doing and they must feel it where it matters the most, in their pockets.

I get that it might not be easy to set rules that make people change their consuming habits but it's not supposed to be easy.

In fact, I am going to make it even more complicated by adding in cultural justice.

Our culture also plays a big role. Who we are, and where we come from. It is not a top priority to tell a kettle farmer who lives 30 km away from the next town centre that from now on they are vegan and not allowed to own a car.

But we CAN and SHOULD educate everybody about how what they are doing is damaging the planet and get them with us in the battle of finding new ways to slowly turn it around.

Education does a lot. Knowledge is power.

Then we can also start pulling strings like having school meals without meat.

Encouraging farmers to grow vegetables rather than animals with financial support.

Put taxes on companies that harm biodiversity of the earth.

Support companies like the tool library that actually make it unnecessary for people to own everything and have them borrowing it instead.

Put money and effort into re-establishing biodiversity around our communities.

Because it all links together. If we acknowledge the importance of biodiversity and are aware with education what the products we use are made of from nature. We will start consuming less. And consuming better.

In fact, this is all about respect. Respect the nature and the nature will respect you back.

It will not all happen at once because every single person has their own way of changing and we need to respect that too.

I don't mean we should use that as an excuse not to push ourselves into reducing our consumption. I mean we should stop shaming other people for not doing the same things as us. What we need now is encouragement to do our best.

I'm going to jump a bit backwards and emphasise that it is your responsibility to make the changes easier for the people because that way, in the end they will be proud of themselves for making a change rather than angry at themselves for not doing anything. Play with the ego of people. Make them feel the importance of change in a positive way.

Because we love it! Just look at the Nordic Council announcing that the Nordic countries are aiming at being the MOST sustainable countries in the world. Like this is a competition. There are lots of ways to point at how that is problematic but I'm going to stay positive here.

Because I don't know if it is on purpose or not to get everyone enthusiastic to prove that we are MORE sustainable than the rest of the world but I can imagine that it will start some sort of a spark in some people. The will to win. Just like when it comes to football.

The only thing here is that the stakes are much higher than in football. And if we lose, nobody wins.

I'm going to leave you with that thought. Thank you.

How to define sustainable consumption?

Erica Scott
M.Sc. Strategic leadership towards sustainability
Two Feathers Consulting
E-mail: ericas@aland.net

Åland Islands
early environmental work

- Since history a strong wish to protect nature
- Government has been involved with environmental work
- Local Agenda 21 office - Environmental award from the Nordic Council in the -90s
- Not enough happening
- The need for a more systematic and strategic work

Systems perspective

Milestone 2014

Ålands lagting (the Åland parliament) and the Government of Åland chose to adopt a common pursuit of becoming *fully sustainable no later than 2051*.

In accordance with a science-based and internationally recognized *definition of sustainable development*; *four sustainability principles*.

The 4 Sustainability Principles

In a sustainable society, **nature is not subject to systematically increasing...**

1. ...concentrations of substances extracted from the Earth's crust (fossil fuels, metals and minerals...)
2. ...concentrations of substances produced by society (synthetic substances, chemicals that contain persistent substances...)
3. ...degradation by physical means (over-exploitation of natural resources, including water, forests, fish-stocks or farmland...)
4. And, in that society, **people are not subject to structures that systematically undermine** their capacity to meet their needs, including health, influence, competence, impartiality and meaning-making.

SUSTAINABILITY AGENDA FOR ÅLAND

THE VISION AND THE SEVEN STRATEGIC DEVELOPMENT GOALS

www.barkraft.ax

The co-actors - creators and hub for implementation

- Ams Emmaus
- Folkhälsan Företagarna på Åland
- Företagsam skärgård Högskolan på Åland
- Landsbygdsutv Leader Åland
- Mariehamns stad Mise
- NIPÅ Regnbågsfyren
- Rädda Barnen Röda Korset
- Skördefestens Vänn Visit Åland
- Ålands fredsinstitut Ålands Gymnasium
- Ålands handikappf Ålands Idrott
- Ålands kommunförb Ålands marthadistrikt
- Ålands Natur & Miljö Ålands Näringsliv
- Ålands ombudsmyn. Ålands Producentförb
- Ålands Vatten Ålands 4H
- ASUB Östersjöfonden
- Government of Åland

THE VISION



EVERYONE CAN FLOURISH IN A VIABLE SOCIETY ON THE ISLANDS OF PEACE



THE GOALS

THE SEVEN STRATEGIC DEVELOPMENT GOALS



THE SEVEN STRATEGIC DEVELOPMENT GOALS

- 1 Happy people whose inherent resources increase
- 2 Everyone feels trust and has real possibilities to participate in society
- 3 All water is of good quality
- 4 Ecosystems in balance and biological diversity
- 5 Attractive for residents, visitors and businesses
- 6 Significantly higher proportion of energy from renewable sources, plus increased energy efficiency
- 7 Sustainable and mindful patterns of consumption and production



The 4 sustainability principles as boundary conditions






12.1 Implement the 10-year framework of programmes 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

12.2 By 2030, **achieve the sustainable management and efficient use** of natural resources

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

12.4 By 2020, **achieve the environmentally sound management of chemicals and all wastes throughout their life cycle**, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.6 Encourage companies, especially large and transnational companies, to **adopt sustainable practices and to integrate sustainability information** into their reporting cycle

12.7 Promote **public procurement practices that are sustainable, in accordance with national policies and priorities**

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable dev

12. Goal 12 - responsible consumption and production, mentions "sustainable management", "environmentally sound management", "sustainable practices", "sustainable procurement", et cetera. What is meant by sustainable is not so clear though. In order to work strategically towards the vision and goals we need a scientifically based definition of sustainability. The 4 sustainability principles offer such a definition.

12.11 Promote sustainable procurement practices that are sustainable, in accordance with national policies and priorities

12.12 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.13 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.14 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.15 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.16 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.17 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.18 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.19 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

12.20 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

Our Vision 2030

The Nordic region will become the most sustainable and integrated region in the world in 2030. The co-operation in the Nordic Council of Ministers must serve this purpose.

→ Our Vision 2030

The Expert Group for Sustainable Development suggests in a letter to the Nordic Ministers for Co-operation that the Nordic region would benefit from agreeing on principles of sustainability. Such an agreement would create a leverage in the work towards sustainable societies in the Nordic region. A common science based definition of sustainability would offer communities and businesses a common bottom line and a clear path forward in reaching the SDG:s concerning all aspects of sustainability.