



# Advancing sustainable consumption and production

<b>Activity</b>	Advancing and measuring sustainable consumption and production (SCP) for a low-carbon economy in newly industrialised countries (Advance SCP)
<b>Area</b>	Capacity Building
<b>Countries</b>	Morocco, Chile, Ethiopia, Peru (UN Environment), Indonesia, Malaysia, Philippines, Thailand (GIZ)
<b>Project title</b>	Advance SCP
<b>Duration</b>	2015 – 2018
<b>Partner institution</b>	Morocco: Ministry for Tourism
<b>Implementing organisation</b>	United Nations Environment Programme (UN Environment) Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
<b>Contact</b>	Beatriz Martins Carneiro (UN Environment), beatriz.carneiro@unep.org Thomas Lehmann (GIZ), Thomas.lehmann1@giz.de

nicate this to consumers through an environmental label. The focus in the GIZ-supported countries in South-East Asia is on eco-labels for consumer products and Green Public Procurement (GPP).

## Initial situation

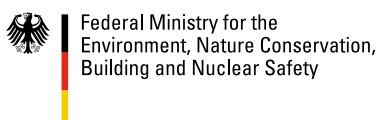
The non-existence of recognised labels and standards has been identified as a key barrier to enabling consumers and public administration to make informed decisions when choosing one product or service over another in many countries. Reasons are often the lack of SCP and GPP supporting policies, adequate legal framework and requirements, public awareness, and availability of eco-labelling systems with defined criteria.



## Summary

The project promotes sustainable consumption and production (SCP) patterns in eight emerging economies spread across South-East Asia, Africa and Latin America. It is implemented by UN Environment (Morocco, Chile, Ethiopia, Peru) and GIZ (Indonesia, Malaysia, Philippines, Thailand). The activities focus on strengthening institutions' capacities, providing technical training courses and drafting integrated policy solutions. The project takes the countries' needs and preferences into consideration: For instance, the UN Environment-led activities in Morocco aim to assess and improve the environmental performance of hotels, and commu-

On behalf of



Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety

Implemented by



Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## Contribution to GHG mitigation

The project provides capacity building and training to ministries, public and private sector organizations, supports drafting standards, policies and regulations for SCP, with a focus on consumer information and Green Public Procurement, and assists as well in identifying opportunities to develop SCP related Nationally Appropriate Mitigation Actions (NAMAs). The project further contributes to the Consumer Information Programme of the UN's 10 Year Framework of Programmes on SCP (10YFP).

In Morocco, a methodology to assess the environmental impacts of hotels is adapted to the national context, to improve performance and to inform consumers through a label about the hotels' environmental footprint. Ten pilot hotels were selected, representing a range of different sizes and operations, i.e. large hotels, resorts, as well as small and medium sized businesses. They received technical assistance to assess their resource efficiency baseline and develop action plans. The criteria cover four areas: Impact on climate change (kg CO<sub>2</sub>/person per night), water consumption, non-renewable resources consumption, and percentage of products that are certified organic. The overall performance is indicated on a scale from A to E with A being the highest possible score. While the pilot phase with ten hotels is still ongoing, it is expected to achieve savings on water, energy and emissions of more than 20% in the first year after the implementation of the recommendations, representing 10% of operating costs.

## Success factors/Replication potential

A strong ownership of the country partners has been identified as key success factor. The Moroccan Ministry for Tourism, for instance, has actively involved other ministries and the hotel sector, and promoted the project at a specific side event at COP22 in Marrakesh. This event, in combination with a special tourism award, has received high attention from media and tour operators.

The project has also promoted South-South cooperation with other African countries to evaluate potential implementation of this label in the African tourism sector.

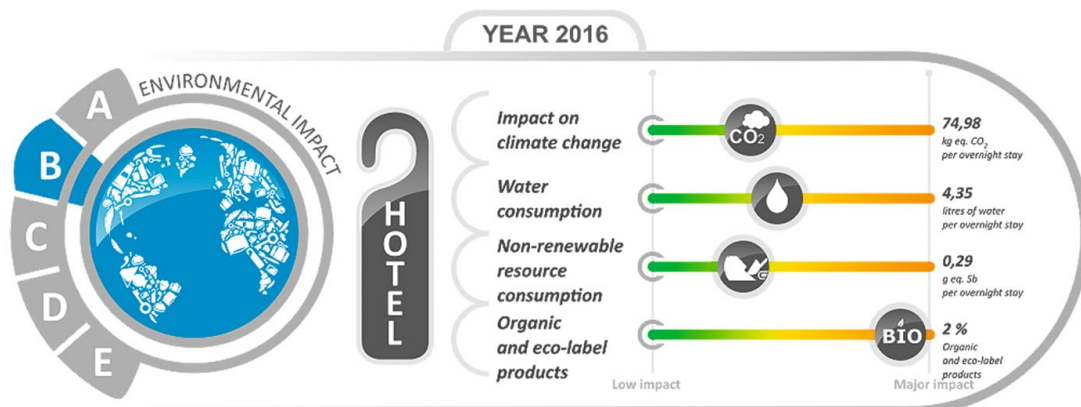
The leading role of public administration is also crucial to make green products such as efficient computers, lamps and appliances accessible to the average consumer. As those products tend to be more expensive, increasing the demand through public procurement can improve their market position and facilitate decreasing costs by economies of scale. Moreover, the public administrations enhance their images as forerunners in terms of sustainability and environmental friendly behaviour. In addition, by promoting the harmonisation of eco-labels, through cooperation with the Global Ecolabel Network (GEN) among others, the project creates regional and global markets for climate-friendly products and services and thus promotes trade, investments and new jobs.

## Lessons learned

The umbrella of the '10YFP', a global platform for action to support the achievement of the Sustainable Development Goals through the shift towards SCP in all countries, has also proven to be very valuable to the project. Its network of over 450 actors worldwide enables the project to interlink with existing expertise and resources, for instance through actors and projects of the Sustainable Tourism and the Consumer Information Programme in Morocco. Global working groups under this framework have evidently served to be a good mechanism for developing guidelines and tools in an inclusive consultation process. This has helped to ensure applicability on the ground and to build country ownership of the tools.

In Morocco, continued capacity building and knowledge sharing are considered crucial to ensure long-term success of the project. Hitherto, monitoring and evaluation required external expertise and national support to adapt actual solutions to local needs.

## Environmental impact of a night in Marrakech



This project has been selected as a good practice by the GIZ project "Policy dialogue and knowledge management on LEDS in the MENA region". Within this framework, ten projects of the International Climate Initiative have been selected in total.

**giz**

Photo:  
© Pixabay