

Accelerated action for sustainable consumption and production – Nordics share over 50 best practices

There is an urgent need to transform global consumption and production patterns. By displaying over 50 practical and innovative examples of sustainable consumption and production (SCP), the Nordic Council of Ministers encourages accelerated action by all key stakeholders in Nordic countries, as well as sharing of lessons learned internationally.

Three reports in the TemaNord series showcase Nordic experiences in promoting SCP¹. Jointly the 50+ (see Summary table, below) examples display a wide array of opportunities and actors that can deliver required change – including public and private sector actors, representatives from the research community, NGOs and city planners, as well as numerous other champions of change. All cases have also been published in UNEP's 10-Year Framework Program (10YFP) information platform, the SCP Clearinghouse², which is a web-based information sharing tool and can be used by different actors as an inspiration for putting SCP into action worldwide. SCP Clearinghouse also provides links to websites, videos and further information on the cases presented in the reports.

The Nordic countries have a long tradition in advancing the goals of sustainable development. The Nordics have actively and successfully worked on various national and international fora to prevent resource scarcity and unsustainable exploitation of natural resources. Also, the Nordic countries have been able to identify and put into practice a number of innovative partnerships that harness the expertise and business potential of private sector actors for a shift toward more sustainable consumption and production patterns. However, while the Nordics generally fare well in sustainability comparisons, Nordic consumption overshoots considerably the ecological thresholds for sustainable and equitable consumption. Hence there remains considerable room for accelerated action in Nordic countries as well as internationally, and these examples should help encourage and up-scale such action urgently.

The 50+ Nordic examples were filtered from a wide variety of cases by Gaia Consulting Ltd and the Nordic Council of Ministers (NCM's working group on SCP). The cases are presented in a manner designed to facilitate a comparison of their respective strengths, key results, and novelty as well as to draw lessons learned. The case descriptions are based on material made available to the consultant, including documents shared by the case representatives as well as information gathered through case interviews.

Naturally, the examples are directly linked to the 10YFP³, covering the six overriding themes of Sustainable Lifestyles and Education, Sustainable Public Procurement, Sustainable Tourism, Consumer Information for SCP, Sustainable Buildings and Construction, as well as Sustainable Food Systems.

¹See all three reports at <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A905930&dsid=1786> and <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A1044854&dsid=-5478> and <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A1177169&dsid=-3241>

² SCP Clearinghouse: <http://www.scpclearinghouse.org>

³ UNEP 10YFP: <http://www.unep.org/10yfp>

The *Sustainable Lifestyles and Education* examples provide hands-on guidance for people interested in more sustainable daily lifestyle choices, targeting a broad range of stakeholders from pre-school and schoolchildren, office workers and start-up companies to citizens of the entire nation. The *Sustainable Public Procurement* cases can provide inspiration for city, region and country level decision makers that are interested to adopt a more holistic and sustainability driven approach to procurement and embrace a circular based economic model. The cases present clear sustainability benefits e.g. through increased demand for sustainable energy, public transport and greener cleaning services, also indicating major upscaling and replication potential.

The examples of best Nordic practices on *Sustainable Tourism* provide guidance for people interested in making more sustainable tourism choices as well as for developers of more sustainable tourism destinations. The *Consumer Information for SCP* theme presents several interesting examples of supporting consumers' sustainable choices by offering means to more easily access reliable information about sustainability aspects. The cases cover among other ecolabels, information campaigns, websites, mobile applications as well as innovative cooperation models for authorities.

The cases on *Sustainable Food Systems*, among others, highlight Danish success in advancing organic agriculture, introduce insects as sustainable food and present a hands-on home restaurant concept from Faeroe Islands. Innovative *Sustainable Buildings and Construction* examples showcase how making use of more sustainable construction materials - such as wood - and/or applying ecosystem based approaches in building design and city planning, can concretely advance climate compatible development.

Summary table. Accelerated action for sustainable consumption and production – 50+ Nordic cases

1 Sustainable Lifestyles and Education

Bike to School campaign - National biking promotion campaign in Denmark	Denmark
Climate Embassy by Concito	Denmark
The Peloton Club – a peer-incubator for resource smart startups	Finland
WWF Green Office Program	Finland
Free public transportation in Tórshavn Municipality in the Faeroe Islands	Faeroes
Biophilia Educational Project	Iceland
Enova's Energy Challenge – a digital energy education concept for primary schools	Norway
The Sustainable Backpack	Norway
Svanhild's Travels learning concept by the Swan label	Norway
Climate Programme for Gothenburg	Sweden
Healthy and eco-smart dietary recommendations by the Swedish National Food Agency	Sweden

2 Sustainable Public Procurement

New circular business models: focus on purchases, work clothing and the textile service industries	Denmark
Partnership for Green Public Procurement	Denmark
Environmental strategy of Tampere Hall provides systematic procurement guidance	Finland
Reduction of energy use in municipal buildings by an Energy Service Company (ESCO)	Finland
Eco-labelled cleaning services in Reykjavík	Iceland
Renewable Heating Systems for Schools	Norway
Technology-Neutral Procurement of a Full-Electric Ferry	Norway
Joint National Procurement of Electrical Vehicles	Sweden

3 Sustainable Tourism

Green Solution House	Denmark
The Green Group in Roskilde University Center Tourism Network	Denmark

Pyhätunturi - First carbon neutral resort in Nordic countries	Finland
Metsähallitus Parks & Wildlife Finland – Sustainable nature tourism	Finland
Lakeside Excursions	Faeroes
North Sailing - Sustainable Whale Watching	Iceland
Destination Røros – award winning Sustainable Destination	Norway
Lofoten Kajakk – certified ecotourism activities	Norway
Wild Sweden	Sweden
Sustainable Destination Development	Sweden
4 Consumer Information for SCP	
Pregnant? Know your chemicals	Denmark
The Organic Cuisine label	Denmark
WWF Fish campaign	Finland
Harvest season calendar	Finland
Matvett – information concept for food waste reduction towards consumers	Norway
Sortere.no – a web based recycling guide for consumers	Norway
Hello Consumer – Hallå konsument by the Swedish Consumer Agency	Sweden
Green Guide App by Swedish Society for Nature Conservation	Sweden
The Nordic Ecolabel – The Swan	Regional
5 Sustainable Buildings and Construction	
The Soul of Nørrebro	Denmark
Guidance for city district development, “Miniguide til DGNB for byområder”	Denmark
E2ReBuild Oulu Demonstrator	Finland
PuuMera- low-energy construction with wood	Finland
Urriðaholt (Urridaholt) sustainable neighbourhood	Iceland
Østensjøveien 27, Oslo - Ø27	Norway
Greenhouse Augustenborg	Sweden
Osmos	Sweden
6 Sustainable Food Systems	
The Danish Organic Action Plan	Denmark
Insects as Sustainable Food in Denmark	Denmark
Agroecological Symbiosis in Palopuro	Finland
“Heimabliðni – dine in the homes of the Faroese” home hospitality concept	Faeroes
Auðlindatorgið – Resource square, a web-based marketplace for biodegradable resources	Iceland
Ocean Forest	Norway
Norilia AS – Sustainable food value chain in the meat industry	Norway

One paragraph abstract

There is an urgent need to transform global consumption and production patterns. While the Nordics generally fare well in sustainability comparisons, Nordic consumption overshoots considerably the ecological thresholds for sustainable and equitable consumption. By displaying over 50 practical and innovative examples of sustainable consumption and production (SCP), the Nordic Council of Ministers encourages accelerated action by all key stakeholders in Nordic countries, as well as sharing of lessons learned internationally. Three reports in the TemaNord series showcase these Nordic examples in promoting SCP. All examples have also been published in UNEP's 10-Year Framework Program (10YFP) information platform, the SCP Clearinghouse. These Best Practices were identified from a wide variety of Nordic cases by Gaia Consulting Ltd and the Nordic Council of Ministers' working group on SCP. They are presented under the six themes of the 10YFP, covering Sustainable Lifestyles and Education, Sustainable Public Procurement, Sustainable Tourism, Consumer Information for SCP, Sustainable Buildings and Construction, as well as Sustainable Food Systems.