



MEETING REPORT

**Meeting of the Marrakech Task Forces in India
Building Cooperation on Sustainable Consumption &
Production with South Asia**

**Metropolitan Hotel, New Delhi, India
3rd February 2009**

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The Marrakech Task Forces and UNEP-DTIE engaged with representatives of Indian and South Asian Governments, Civil Society and Industry on the 2nd and 3rd Feb 2009 in New Delhi. This paper presents a Report of the proceedings of the Meeting held at the Metropolitan Hotel, New Delhi, on 3rd Feb 2009.



BACKGROUND:

Seven “Marrakech Task Forces” (MTFs) had been formed after the World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa, in 2002, where “changing unsustainable patterns of production and consumption” had been singled out as one of the main elements of sustainable development. Since WSSD also called for developed countries to take the lead in changing these unsustainable patterns, the MTFs were established by European countries but with the participation and involvement of a wide cross-section of countries and sectors.

The remit of the MTFs was to document existing best practices, to conduct research in their specific areas, to seek partners and collaborate with them in developing concrete projects relating to Sustainable Consumption & Production (SCP) and to encourage intra and inter-regional cooperation and information exchange. The New Delhi engagement was designed in furtherance of this remit.

CONFERENCE DESIGN AND ORGANISATION:

The official hosts of the Conference were the Ministry of Environment & Forests, Govt of India, and the Division of Technology Industry and Economics of the United Nations Environment Programme (UNEP). The Swedish Ministry of the Environment is the principal sponsor and the Governments of France and Switzerland have also extended their support. Society in Action Group, an Indian NGO, was responsible for the organisation of the event and logistics.

One day (2nd February '09) was dedicated to meeting the Indian Ministry of Environment & Forests at the highest level and then to one-on-one discussions between the MTF representatives and their counterparts in the respective Ministries of the Government of India. On the next day (3rd Feb '09), a Conference was held where UNEP and the MTFs interacted with invitees from the Governments, civil society organisations and Industries from India and South Asia.

A full participant list along with contact e-mail addresses is appended as Annexure A to this Report. It will be noticed that participants were largely those with dedicated interest or experience in the sectors in which the MTFs worked; there were few 'generalists'.

MARRAKECH TASK FORCE REPRESENTATIVES:

| Expertise | Country | Representative |
|---|----------------|-----------------------|
| Sustainable Products | Britain | Alice Cohen |
| Sustainable Buildings & Construction | Finland | Kaarin Taipale |
| Sustainable Tourism | France | Stefanos Fotiou* |
| Sustainable Lifestyles | Sweden | Gunilla Blomquist |
| Sustainable Public Procurement | Switzerland | Eveline Venanzoni |
| Education for Sustainable Consumption | Italy | Gunilla Blomquist* |
| * = Acting on behalf of the Task Forces | | |

SPEAKERS FROM ASIA/SOUTH ASIA:

| | |
|--------------------|--|
| Hem Pande: | Ministry of Environment & Forests, Govt of India |
| Aneta Nikolova | UN-ESCAP, Bangkok, Thailand |
| Rajan Gandhi | Society in Action Group, India |
| Kartikeya Sarabhai | Centre for Environment Education, India |
| Palitha Gurusinghe | Sri Lanka Ecotourism Foundation, Sri Lanka |
| Shantanu Ray | Green Purchasing Network, India |
| Akira Kataoka | International Green Purchasing Network, Japan |
| Ashok B Lall | Ashok B Lall & Associates, Architects, India |
| Anil Gupta | National Innovation Foundation, India |
| Vidur Behal | Hindustan Unilever Ltd, India |
| Chandan Bhavnani | CII. Rapporteur for WG on Sustainable Public Procurement |
| Shri Ram Khanna | VOICE. Rapporteur for WG on Sustainable Lifestyles |
| Peter Graham | UNEP. Rapporteur for WG on Sustainable Buildings & Construction |
| Lucky Chhetri | Rapporteur for WG on Sustainable Tourism |
| Ariff Hussain | British High Commission. Rapporteur for WG on Sustainable Products |

AGENDA OUTLINE:

The Agenda is appended as Annexure B herein. There were 3 elements as follows:

I. The first element comprised the welcome speeches and the introductions; the latter was essential since Sustainable Consumption & Production (SCP) as a concept was still unknown to many of the participants and the Marrakech Process and work of the MTFs was even less familiar.

II. The second element comprised presentations by each Task Force representative, followed by a counterpoint presentation by a South Asian representative. Following each presentation there was a brief Q & A session, although in-depth questions were reserved for the afternoon discussions.

III. The third (post-lunch) element comprised detailed, sector-wise deliberations in different sectoral groups. Participants were free to select the group they wished to join. The Task Force representative chaired each group and appointed a Rapporteur who reported to a Plenary Session at the end of the Conference.

PROCEEDINGS:

Introduction to the Marrakech Process: (Stefanos Fotiou, UNEP):

Illustrating his presentations with maps, Mr Fotiou pointed out that there was a vast inequality between the developed and the developing world in terms of geographical size, population and GDP. At the World Summit on Sustainable Development (WSSD) it had been recognised that if we continue to produce and consume at existing rates, we would need five earths. The challenge was one of de-coupling the desire for an improved quality of life from the existing paradigm of economic growth, which caused massive depletion of the earth's resources and created the problems of pollution, waste disposal (including hazardous and electronic waste) and environmental degradation.



The Marrakech Process was a platform which supported the implementation of Sustainable Consumption and Production (SCP) practices and the elaboration of a 10-Year Framework of Programmes to accelerate the shift towards SCP. The Marrakech Process had several mechanisms such as: expert meetings and Roundtables, cooperation between experts and regions, frameworks and strategies developed by the Marrakech Process Secretariat (comprising UNEP and UN-DESA), business forums making links between business, industry and civil society and an NGO Forum so that the support of civil society to the Process was obtained.

The most important element was possibly the establishment of the Marrakech Task Forces. Describing their activities, Mr Fotiou pointed out that they had different focal points: a focus on sectors, on social and behavioural issues, on policy tools and programmes and one Task Force had a Regional focus (on Africa).

The main outcomes till date were the progress towards building North-South cooperation and secondly, moving forward of the SCP Agenda, particularly in support of implementation. There had been good cooperation but since the issues involved are very large and important, and particularly seeing the industrial growth in the Region, it was felt that South Asian participation in the drive towards SCP could possibly be more intensive. The Marrakech Task Forces could form the platform for this participation by South Asian countries.

Equally, the Task Forces had much to learn from South Asia. The developed world needs the inputs and experience of the developing countries so that when the 10-Year Framework of Programmes on SCP is established, it will be a programme driven by the needs of both developed and developing countries.

Inaugural Address: (Hem Pande, Joint Secretary, Ministry of Environment & Forests, Govt of India)

Speaking on behalf of Mr Vijai Sharma, Secretary (E & F), Mr Pande apologised for the absence of Mr Sharma who had been called away on urgent business at short notice. Mr Pande welcomed the Marrakech Task Forces, UNEP, officials of other Indian Govt Ministries and all the participants who were experts in their own fields. He particularly welcomed participants from Bangladesh, Bhutan, Nepal and Sri Lanka and commended Society in Action Group for their excellent organisation.



Mr Pande reminded participants of the main objectives of the Meeting which were to introduce the Marrakech Process and the work of the Marrakech Task Forces, to exchange information, experiences and ideas between experts from Europe and South Asia and to initiate discussions on possible collaborative projects and partnerships on SCP.

He also reminded participants that in June 2008, the Govt of India had brought out its National Action Plan on Climate Change. The developing world, particularly South Asia, was very vulnerable to the effects of climate change, which was inextricably linked to both sustainable consumption as well as production.

He noted that the gathering was disparate not only in geographical terms, but also in terms of areas of interest : there were experts on tourism, buildings and construction, consumer products, education and lifestyles and “green” procurement. The common thread through all these areas was Sustainability. We were not here to discuss tourism, for instance, but to discuss *Sustainable* Tourism, and not Education per se but education for *Sustainable* Consumption. Those who were familiar with the Government’s Environment Policy would know that the Ministry of Environment & Forests took the issue of Sustainability very seriously. From the Ministry’s perspective, sustainability had several connotations:

First, optimization of usage of the earth’s resources. The world could not produce and consume in the way it had been doing in the last century, since it ran the risk of simply running out of irreplaceable resources.

Secondly, the consequences of the manufacture, usage and disposal of products: did a product pollute beyond the earth’s capacity to absorb and assimilate the pollutants. Would the usage of a product place inordinate demands on the environment; for instance, did it consume vast amounts of energy for performing a task which could be conducted with less?

Thirdly, how does the product perish. Did it stay, un-degraded and a hazard to all living things for centuries, or did it degrade into chemicals and minerals friendly to the earth.

A Life-Cycle approach had been adopted. Also, both production as well as consumption were considered, since they were two sides of the same coin. Increasingly, the Ministry

was looking at both goods and services. Tourism, for example, was strictly speaking a service industry but yet the scope for environmental damage was enormous.

South Asia, had to balance its concern for sustainability with considerations of poverty and development. It was very easy for developed countries to say that we should or should not do something. But in this part of the world, average consumption levels were so low that there was a lot of catching up to do.

Nevertheless, it was accepted that the Western paradigm of development had been responsible for too much of the earth's problems and that if South Asia followed the same route, it would spell disaster for all – developing as well as developed countries. The sad thing was that developing countries would suffer the most. Therefore, enlightened self-interest was the main driver for sustainability in this part of the world.

South Asia thus needed to develop its own growth paradigm. It simply could not afford to tell its citizens to consume less, particularly considering the current economic crisis. Sustainable consumption did not mean less consumption. It merely meant demanding – and producing – more sensibly. But we needed to constantly remind ourselves of this, and when bombarded with advertising and exhortations to pursue a “Western” lifestyle, the task was very difficult indeed.

Mr Pande expressed his great pleasure that the Marrakech Task Forces were here. There was much to learn from Europe, both in terms of what to do and what not to do. He felt that perhaps the Task Forces would carry back with them as much as they had to offer, because in many respects, the poverty in South Asia had made us conservationists by force.

But neither the West nor the East could afford to be arrogant, prescriptive or complacent. We all shared the same planet and if – as he hoped – wise counsel would ultimately prevail, all of mankind stood to benefit.

Sustainable Consumption & Production was one of the thematic issues coming up for discussion at the CSD 2010-11 cycle. This Conference would, amongst other things, help the Governments of South Asian countries formulate policies in preparation of this. Perhaps this Conference would also see the beginning of collaborations and partnerships between North and South.

Mr Pande once again thanked UNEP and the Marrakech Task Forces for coming here to work with South Asia. He also thanked Society in Action Group for organizing the Conference and was sure that the deliberations would be highly productive.

SCP in South Asia – the Green Growth Initiative: (Aneta Nikolova, UN-ESCAP)

Ms Nikolova stated that the Green Growth Initiative was actually an approach to sustainable development. The growth of the world economy was here in Asia, because the national Governments had focused on industrial growth as the means to overcome poverty. This was one area which was both producing for and feeding not only its own population, but the world's despite a limited carrying capacity as evidenced, for example, by limited freshwater availability and arable land per capita. In fact it was a pity that there was no Marrakech Task Force on the Asia-Pacific Region.



The intensive growth pattern adopted by countries in the Region had resulted in severe problems – of waste management and air pollution especially in urban areas caused

largely by out-dated production processes. The region also had an unsustainable pattern of energy consumption, heavily dependent on fossil fuel such as oil and coal (but not clean coal). The resultant problem of air pollution was further compounded by transportation and increasing urbanisation. The Asia-Pacific region was also most vulnerable to climate change being prone to floods, droughts, earthquakes, cyclones and epidemics.

The need for a new development paradigm was recognised in 2005 at the Ministerial Conference on Environment & Development in Seoul. The Green Growth Initiative was launched then, under the auspices of the S. Korean Govt and UN-ESCAP was tasked with the development of this new approach in detail.

Five key areas had been identified: i) sustainable infrastructure (transport, housing, energy and water consumption ii) sustainable consumption & production (more efficient and less resource-intensive production, lower process waste and pollution, greater consumer satisfaction with less waste and energy usage) iii) greening of business and markets, iv) green taxes and budget reforms (refining often archaic taxation systems and earmarking green taxes for environmental issues) and v) ecological efficiency indicators.

Activities included training of trainers, the establishment of a Help Desk and the creation of sub-regional offices; one for South Asia was envisaged after the U.N General Assembly meeting in December. Capacity building was a focus area and already a workshop had been held in Bhutan at their request in 2008. A training programme on Green Growth policy tools and their linkages had also been organised, with the approach being to link these with livelihoods.

The target group for UN- ESCAP were national Ministries of Water Resources, Planning and Development, Industry and Commerce. The intention was to stimulate Governments to become drivers instead of enablers of Green Growth processes, and this included intervention on the demand side to promote sustainable consumption. UN-ESCAP saw a prominent role of the Public Sector in the Green Growth Initiative.

The Green Growth Initiative could be seen as a platform for the regional consultations envisaged in the Marrakech Process, in partnership with UNEP and UN-DESA. Other possible partners could include UNIDO, UNDP, OECD and SIDA.

Sustainable Lifestyles/Education for Sustainability: Gunilla Blomquist, Chairperson, Task Force on Sustainable Lifestyles

The consequences of today's unsustainable patterns of consumption and production were massive energy use, release of toxic and hazardous substances into the environment, depletion of natural resources, production of large amounts of waste and climate change. In contrast, *sustainable* consumption and production promotes sustainable development, environmental improvement and even economic development, better welfare and poverty reduction. In other words, it was a win-win situation.



Presenting a world map showing CO₂ emissions per capita, Ms Blomquist pointed out the high emissions in North America, in contrast to which the emissions in Asia were much lower, and lower still in India. Therefore we needed to consider the differences between regions and countries and develop different objectives and different measurements.

Ms Blomquist posed the question of how to change unsustainable consumption patterns and lifestyles, and enumerated the roles that the different actors – Business, Government and NGOs - would have to play. It was accepted that the task was very difficult. It required different tools – economic, voluntary, information and educational. Additionally, sustainable goods and services had to be made available. It also meant planning of infrastructure and cooperation between stakeholders at local, national and regional levels. Finally, it required the promotion of environmental and social considerations as a way for business and industry to enhance global competitiveness.

Sustainable lifestyles meant different things in different countries. In some countries, it meant meeting basic needs; in others. It meant meeting these needs and also meeting the non-material aspects of welfare. She presented possible definitions for Sustainable Lifestyles and Sustainable Consumption and stressed the difficulty in achieving these.

The Task Force on Sustainable Lifestyles was established by the Govt of Sweden in 2005 with the goal of “contributing to the Marrakech Process and providing inputs to the 10 year Framework of Programmes by bringing tested policy tools, methodologies and best practices to promote and deliver sustainable lifestyles”.

There were a several activities being undertaken by or through the Task Forces. One such example was the Global Survey on Sustainable Lifestyles which was an on-line survey being undertaken by UNEP to investigate what young people think of sustainable lifestyles – how do they view it. The purpose was to find the right means to change lifestyles in different countries and regions. Another example was the project on Creative Communities for Sustainable Lifestyles, being undertaken in Brazil, India, China, Europe and most recently, in Africa. Its purpose was to investigate and document innovative ways of sustainable everyday living.

Many of the projects launched by the Task Force on Sustainable lifestyles related to information, education and communication and the Task Force was also looking at research gaps – what more do we need to know in order to effect change towards sustainable lifestyles.

Ms Blomquist also presented the Italy-led Marrakech Task Force on Education for Sustainable Consumption, launched at the UN-CSD in May 2006, with the objective of introducing concepts of sustainable living into the formal educational curriculum, and making recommendations for different levels of intervention with practical tools and experiences.

They were developing a special Guideline called “Here and Now” which was a tool for both policy-makers as well as for teachers, and she hoped that this excellent Guideline would be used when it was finalised.

South Asian Perspective on Sustainable Lifestyles & Education: Mr Kartikeya Sarabhai, Director, Centre for Environment Education.

Mr Sarabhai commenced his presentation by pointing out that when students were asked the difference between a lifestyle in the forests and an urban lifestyle, the answer was “waste”. Rather than limiting consumption, perhaps we should attempt to limit peoples’ waste. It was not merely consumption that was increasing, it was also waste.



At the Earth Summit in Rio in 1992, India’s Report stated that the real developmental challenge was not how to get there but how not to, particularly when all forces such as advertising and peer pressure were driving towards a development paradigm which was

largely Western and unsustainable. India's record in environmental and sustainability education was reasonably good, but the total expenditure would probably be exceeded by the advertising of just 3 brands of soap !

Mr Sarabhai presented another quotation from Mahatma Gandhi who, as far back as 1928, had said *"God forbid that India should take to industrialisation after the manner of the West.... If an entire nation of 300 million ever took to similar economic exploitation, it would strip the world bare like locusts"*.

Developed countries were moving from just development to sustainable development. Developing countries should be attempting to leap-frog and progress directly towards a path of sustainability and to de-couple economic growth from environmental damage. Instead, our values were such that Ahmedabad, for example, was talking of building India's tallest building not because of any necessity but simply because it was a signal of "progress and development", without regard to the environment or the over-consumption of natural resources.

India had many models to emulate and there should be no arrogance in adopting models from anywhere in the world. We were making some right decisions, for example in adopting the Bus Rapid Transit System from Bogota as a possible solution to traffic problems. However, he acknowledged that there were difficulties in identifying exactly what was sustainable; an electric scooter in a city where the electricity was produced from burning coal was probably less sustainable than a petrol-driven one.

There were many drivers to change: such as policy directives, financial and legal mechanisms, technology and enforcement but perhaps none was as effective as education and communication. These were the key.

Mr Sarabhai presented examples of campaigns adapted for local relevance. For instance, UNEP's "CO₂ – Kick The Habit" campaign for Earth day 2008 was appropriate for developed countries moving towards sustainable development but not appropriate for India. It was unrealistic to expect someone who had received his very first electricity connection to think of energy conservation. Thus the Indian adaptation was termed "Pick the Right Habit" and booklets explaining the right environmental choices were going out to 200,000 schools throughout India.

Similarly discussions on finding an environmental Ambassador for India resulted in the discovery that the process was more important than the end result, Thus schools were invited to debate and recommend the name of the Ambassador in a campaign named after the popular Hindi Television version of "Who Wants to be a Millionaire".

Instead of the popular Ecological footprint, a school-child in Andhra had proposed a Hand-print, a concept now popularised in Africa. Mr Sarabhai was emphatic about the role of children as messengers of change and said that the child was probably the best motivator available.

As far as sustainable production was concerned, he believed in the efficacy of horizontal communication. Difference in production efficiency between manufacturers, when expounded by shop-floor mechanics to their peers in other factories, had resulted in a constant 'competition' amongst them for further improvements. This had been amply demonstrated in industrial estates around India and could be used as a model for communicating the benefits of sustainability.

Q & A Session

Suggestion: 1) that all schools conduct their own their own “green audit” and 2) that children be taught to conduct similar audits at home.

Question: waste gathering and recycling provided livelihoods for the very poor and reducing waste would mean elimination of livelihoods.

Response: When waste was seen as an input for another finished product, employment could actually be generated.

Observation: Most people were unaware or unconvinced that society was facing a grave environmental crisis. Even the Indian ecolabel's failure could be partially attributed to the apathy of the consumer.

Response: The answer lay in the youth. Mr Sarabhai had personally addressed over 2000 students in the last fortnight and their enthusiasm was heartening. Perhaps the answer lay in finding a champion, like Mahatma Gandhi who was able to motivate an entire nation towards a sustainable product (khadi) even in the absence of today's communication tools.

Observation: Teaching sustainability to the absolutely poor, such as slum dwellers or children in Government schools for the less privileged, was futile.

Response: To be discussed in the working group sessions in the afternoon.

Sustainable Tourism: Stefanos Fotiou, Member, Task Force on Sustainable Tourism

Sustainable Tourism meant: 1) Making optimal use of environmental resources and conserving natural heritage and biodiversity, 2) Respect for the socio-cultural authenticity of host communities and 3) providing fairly distributed socio-economic benefits to all stakeholders, thus contributing to poverty reduction.



But there were two big challenges: First, how to ensure that tourism did not destroy the natural environment and resources, which is unfortunately the case with many destinations and countries dependent on tourism. Secondly, while it was common knowledge that tourism is a very good source of income especially for developing countries, it was also accepted that not more than 20% of the income actually stayed in the developing countries. Most often, 70-80% of the revenue from tourism packages sold for thousands of dollars ended up in the hands of multi-billion dollar Corporations not based in the host countries.

Tourism is a high-consumption activity which also generates a large amount of waste. For example, it is estimated that the average tourist consumes 3 to 4 times more water than the local inhabitant. The pressures on specific natural resources were thus enormous.

Tourism was also perceived mainly from an economic viewpoint. The standard measure of performance was the number of tourist arrivals, and many countries in fact competed in generating the maximum number of arrivals. There were unfortunately few international statistics focusing on the amount of wealth that stayed in the destinations.

Sustainable Tourism relates to *all* forms of tourism and is not confined to specific niches like eco-tourism and nature-based tourism. There is increasing interest in Sustainable Tourism in Europe. About 20-30% of tourists are aware of it, 10-20% are actually

looking for opportunities for responsible travel and 5-10% specifically ask for it. Finally, 3-5% actually undertake responsible travel.

The Marrakech Task Force on Sustainable Tourism was created in Feb 2006 by France and has representatives from the French Govt and civil society. It has 18 members, including India and a wide range of affiliations including UN bodies, the World tourism Organisation, the European Commission, OECD and SICA. Its objectives are:

1) Enabling exchange of knowledge and experiences, 2) developing replicable pilot projects, 3) awareness raising and 4) encouraging countries to take action.

It also had 4 key priorities which included examination of the linkages between tourism, climate change and biodiversity, conservation of cultural and national heritage and fostering sustainable and inclusive local governance. Task Force Projects included establishment of the SIFT Network (Sustainable Investment and Finance Tourism Network), and attempting global criteria for sustainable tourism, and establishment of a global Sustainable Tourism Stewardship Council. Another Project was the launch of the Green Passport – practical advice for tourists on issues of sustainable tourism which was to come out in hard copy by the Football World Cup in 2010 and which would also be translated into all the languages of the EU.

The last meeting of the Task Force was held in Costa Rica in mid-2008 when it was decided to go a step beyond pilot projects and start building policy recommendations which could hopefully become part of the 10 year Framework of Programmes for consideration at the CSD.

Q & A Session

Observation: a) Why had hotels not done away with bath-tubs which were highly water-consuming; water shortages were a serious issue b) hotels often circumvented laws pertaining to construction on public beaches.

Response: There was evidence that very small investments in sustainability by the hotel sector had very short pay-off periods of sometimes as little as 3-6 months. There were cases even from developing countries such as Nepal, Mozambique and Costa Rica. The surplus generated by these small investments could be used for capacity building of local tour operators and stakeholders.

Question: Since income from tourism substantially flowed out of the host country, had the Task Force undertaken any initiatives for this ?

Response: The Task Force was preparing a study to show the economic and social impacts of both sustainable and non-sustainable tourism. This would showcase how both sustainable and un-sustainable tourism projects contributed to the local economy. The idea was to substantiate with figures and persuade Governments and investors that sustainable tourism might mean fewer arrivals but a much higher income for the destination and the local population. The figures should be available in draft form at the next Task Force meeting and the final figures by the end of this year.

Observation: Whether the focus on sustainability in Europe demanded, for example, a reduction in air travel which in turn meant dire consequences for tourism in South and South East Asia.

Response: This was a very hard question to answer. International tourism contributed to 5% of global CO₂ emissions which was more than the contribution of India. The only way to respond would to say that if a trip generated local income, assisted in natural conservation, protected biodiversity and created economic hotspots, then one could say

that a trade-off had occurred. We could then use other mechanisms like the UN Commission on Climate Change to address the global issue of the role of civil aviation in climate change.

South Asian Perspective on Sustainable Tourism: Mr Palitha Gurusinghe, Sri Lanka Ecotourism Foundation

The 8 countries commonly classified as South Asia are amongst the most populous in the world and with 42% living below the poverty line, were also amongst the poorest. There are many social and economic conflicts and issues in the region, but on the other side of the coin, South Asia was possibly un-paralleled in terms of natural beauty, diversity, wealth of flora and fauna, rich heritage and innately friendly people.



Despite these attributes, the area attracted just 1% of the world's tourist traffic with a mere 5 million arrivals, of which India's share alone was 2 million.

There were several identifiable reasons for this state of affairs, such as Government indifference, lack of a common platform or plan and competition between countries to attract the highest number of arrivals.

Sustainable Tourism should be viewed from the perspective of reconciling conservation with development in ecologically rich areas. The minimisation or eradication of poverty should create incentives for conserving the resources which helped remove poverty. The development of tourism had to go hand in hand with poverty alleviation. If instead of 80% of the revenue flowing out from the destinations and 20% remaining within, the trend could be reversed, there would be a natural tendency towards increased sustainability.

In order to do so, three initiatives were suggested: a) a common regional marketing strategy, b) the partnership of international bodies such as UNEP, UN-ESCAP, the U N World Tourism Organisation, and UNWTO's ST-EP (Sustainable Tourism-Elimination of Poverty) Foundation and c) a concerted effort to make poverty alleviation the route to sustainable tourism.

Sustainable tourism meant empowering the poor by enabling them to participate as 'subjects' and not 'objects' in their own development.

Q & A Session

Question: What are the linkages between the different elements such as the guidelines on the Conservation of Biological Diversity, the Commission on Sustainable Development, the local Agenda 21 for the tourism industry and so on.

Response: The Secretariat for the Conservation of Biological Diversity is in fact a part of the Task Force on Sustainable Tourism. UNEP is working with the Secretariat to build on its recommendations and actually create a capacity building programme based on the recommendations. It was the same with Agenda 21 and UNEP was also working with the International union for the Conservation of Nature (IUCN)

Observation: The practice of a particular hotel in Sri Lanka which asked its guests to carefully consider whether or not to launder the room linen daily was highly commendable.

Response: This was now a common practice with almost all hotels.

Observation: However, consumers viewed this with suspicion. There was no financial incentive for consumers to save on laundering the linen; the hotels made the money.

Observation: Over the last few years and for the first time in recent history, the outward flow of tourists from India exceeded the inward flow, thanks to increasing disposable incomes in India. This phenomenon remained un-documented and merited immediate attention. Indians now needed to imbibe what is sustainable tourism.

Response: The Task Force invited any organisation in the room to assist by translating the Green Passport – which was basically a document for first-time travellers – into Hindi and other Indian languages.

Observation: Responsible and Sustainable tourism would come about when local people are more involved and there is an equitable sharing of incomes. There were many examples in India which supported this.

Observation: Out of the box thinking was necessary if sustainable tourism was to be mainstreamed, and technology could also be used to assist.

Observation: If more than 40% of the expenditure on tourism was on long-distance travel, then the addition to CO₂ emissions meant that there could be no sustainable tourism

Sustainable Public Procurement: Ms Eveline Venanzoni, Chair, Marrakech Task Force on Sustainable Public Procurement

The Marrakech Task Force on Sustainable Public Procurement was launched in 2005 at the 2nd International Experts meeting on SCP in Costa Rica. The Task Force has representatives from a variety of countries and international organisations, the diversity being necessary if the approach is to work throughout the world.



The goal of the Task Force is to enable Governments to organise their public procurement more sustainably. The Task Force had representatives from 12 countries, developed and developing, as well as several international bodies so that the Approach that the Task Force has developed can be applied universally. Deliberately, it has been developed as a step-by-step Approach recognising that different countries will be at different levels in their procurement practices. The Task Force wishes to test its Approach in 14 countries before CSD 2010/11 so that it can form an input into the 10 Year Framework of Programmes.

The definition of sustainable procurement recognises that it is a process by which organisations – including those in the private sector – can meet their needs for goods and services, works and utilities. The definition recognises that procurement should maximise value for money; it does not necessarily advocate the cheapest possible price. Finally, value is determined on a life-cycle basis with the benefit accruing not only to the organisation, but to society and the environment.

Starting with the acceptance of broad principles, the methodology requires that each implementing country conducts an assessment of its current status which is done on-line and enables a country to determine where it needs to focus and improve. This is followed by an appraisal of legality and the readiness of the market to respond to sustainable procurement. Even European countries, which are the forerunners in

sustainable procurement, have not reached the final implementation stage but are endeavouring to get there. Procurement processes are more or less the same throughout the world and the Task Force provides training to procurement agents, suppliers and other stakeholders on sustainable procurement. At the moment, the Task Force is working only with Central Governments.

The first such training programme was carried out in Argentina in 2007. This was followed by a training for trainers workshop in South Africa in 2008 for countries in Africa. The European Union and other countries have provided funding for the conduct of such training. Training in other countries, which would hopefully include India, would follow. In the implementation stage, assistance would be provided by the Task Force for 1 year.

Sustainable Procurement provides social, environmental and economic benefits and is recommended for all countries.

Q & A Session

Observation: Perhaps the Marrakech Task Forces and others should take a decision on future meetings such as this one, setting standards for goods and services procured for the meeting.

Observation: GTZ had introduced a green purchasing strategy which allowed for step-by-step increase in the amount of green purchases. A solution could possibly lie in combining green procurement with a management strategy, such as an environmental management system, and to have concrete goals. But it was extremely important to have organisations to lead and champion the cause of green procurement, perhaps Ministries of Environment, which could set an example and get the ball rolling.

Sustainable Public Procurement – South Asian Perspective: Akira Kataoka, Manager, International Green Purchasing Network, Japan

The International Green Purchasing Network was launched in 2005 in Tokyo, and has a presence throughout the world. The Members of the Advisory Board and Council are drawn principally from the Asia-Pacific Region, Europe and North America. The IGPN collects and disseminates information and best practices on green procurement, facilitates information exchange and the development of databases. Amongst the main goals for the 2007-11 period is support to the establishment of Green Purchasing Networks in the Asia-Pacific region, Russia and Brazil.



Mr Kataoka listed the status of Green Public Procurement in Japan, Korea, China, Thailand, Malaysia, Vietnam, Thailand and Singapore. Different countries were at differing stages of the evolution of green procurement, but there were certain commonalities. Countries where green procurement was relatively at an advanced stage all had appropriate legislation making it mandatory for Government purchases to include environmental considerations, if not an ecolabel, in purchasing criteria. Also, in these countries the relevant Ministries of Environment played a prominent role in pushing through green procurement.

The IGPN believed that there were certain pre-requisites to successful green purchasing programmes, and these were: a) organisations promoting green purchasing, b) a green purchasing law or equivalent, c) the conduct of eco-product exhibitions, d) Govt lead in green purchasing and e) a green purchasing related database.

Mr Shantanu Ray: Indian Green Purchasing Network:



There were some differences between the examples from the Asia-Pacific Region and India. For instance, whereas Japan had a very large base of ecolabelled products, the India ecolabelling scheme had never fully taken off. Another example was the very high emphasis placed on purchasing at the lowest quoted cost. Green products at the time of purchase could be slightly costlier, but the full life-cycle costs were often ignored.

However some positive changes in focus were beginning to become evident in India. One example was the success of the Energy Star scheme launched by the Bureau of Energy Efficiency which had been picked up rapidly by industry as well as by consumers.

The Confederation of Indian Industry has a published charter – the Mission on Sustainable Growth – where one of the agenda items is a recommendation for green purchasing to be practiced by industry, and the Green Purchasing Network India (GPNI) had discerned interest in this at least at the organizational level in some companies.

The GPNI is an advocacy group, aiming to create awareness and ultimately a demand for green purchasing. Its other objectives include the influencing national policy and legislation, and conduct research, build databases and promote best practices in relation to green procurement.

It had developed a “starter kit” for organizations interested in green procurement which was available on its Website. It was also looking at Carbon Footprinting as a tool to promote green purchasing. GPNI proposed to launch a B2C engine on their Website, which would promote green products (based basically on self-declaration by manufacturers).

Q & A Session

Comment: The National Productivity Council announced its intention to organise an International Eco Products Fair in 2010-11 subject to the support of the Asian Productivity Council and the Ministry of Industries, Govt of India.

Comment: Under the direction of the Prime Minister’s office in India, the National Productivity Council (NPC) had sent circulars to all the apex Business Chambers in India to participate in the publishing of an eco-products directory, but had received fewer than 25 responses. A renewed appeal was made to all to participate in this effort. All details were available in the NPC website. Products would be included based on a simplified version of the Indian eco-mark criteria.

Response: The GPNI indicated its willingness to participate in the publication of the directory.

Question: When the “Green” movement started in Europe, there was a flood of spurious claims by manufacturers stating that their product was green. In India, how was it possible to establish the eco-friendly nature of a product given the absence of a technical consensus. Since the GPNI appeared to work on a Business-to-Government basis, what was its credibility opposite the average consumer ?

Response: The GPNI also worked with greening of procurement practices in the private sector. Secondly, it believed that there were no absolutes; there was no definitely eco-friendly product. Instead, some products were more environmentally friendly than others. Thirdly, the objective of the GPNI was not to promote any particular product, but to develop the concepts and form a network.

Response: There was believed to be an international norm on ecolabelling contained in ISO 14000. In Switzerland, self-certification of environmental claims was not acceptable; a product would have to carry a third-party certified ecolabel in order to qualify as “green”.

Sustainable Buildings & Construction:- the South Asia Perspective: Ashok Lall, Architect, New Delhi.

Drivers of consumption and production in the building and construction industry could be viewed as having two components: internal demand and international trade. In addition to the pressures of internal demand, all countries in South Asia faced a balance of payments deficit, and thus there was a thrust on exports. Besides from India which had a large export of services, others in South Asia had a focus on tourism, exploitation of natural resources and manufacturing using simple processes and inexpensive labour. Many countries in the Region were dependent on imports of high-energy building material, and a decrease in this dependence was urgently needed.



Internal demand was characterised by high population growth, rapid urbanization and increase in per capita consumption of built space due to development and increased disposable income. Within just 10 years, India would see a 50% addition in built space to existing stock. Most of this addition would be in urban areas and a higher consumption of energy per square metre in construction (not in operational) costs is projected. An explosion of CO₂ emissions was expected caused merely by the making of buildings, not to mention usage.

Export income from tourism needed to evolve into a low-energy, low-resource model and there were several such examples cited, particularly from Sri Lanka. Similarly, factories using labour-intensive methods of manufacture could be constructed to minimise the need for energy in the construction and operational phase, for example by designing the building to use evaporative cooling. Construction could be based on locally available material and simultaneously provide employment for local people. Models do exist where international norms and developmental standards are met with very low energy costs, and it is a pity that such models are not more widely emulated.

In India, several regulations and codes already exist, such as the Energy Conservation for Buildings code (ECBC) applicable to large projects. Similarly, there was Promotional Certification under the TERI-GRIHA scheme and LEED (Leadership in Energy and Environmental Design, a U.S. Green Building Council initiative. These are not mandatory as yet, but it is time that they were made so.

All our models of construction are high embodied-energy models. We do not have the policy thrust to develop low embodied-energy materials. This requires both research and innovation but it is regrettable that even established technologies such as the vertical shaft brick kiln and the stabilized earth block have not been more widely accepted. Indeed, we seem to have lost the indigenous timber technology.

An energy demand explosion is likely to come from residential air-conditioning, with an 18000 MW additional summer load expected in just 5 years time in India. A solution already exists – by appropriate design and even retro-fitting, it should be possible to reduce the air-conditioning demand to just 5% of the hot season duration. These technologies apply to the South Asia Region as a whole.

It is also possible to integrate renewable energy systems (such as solar photovoltaic and thermal) into building design but this can only come about by policy directives, removal of existing barriers and subsidies.

Sustainable Buildings & Construction: Ms Kaarin Taipale, Chair, Marrakech Task Force on Sustainable Buildings & Construction

It was important to note that the nomenclature of the Task Force stressed Buildings, in the plural – this meant that the Task Force worked on existing buildings as well as new construction. It was also important to understand the focus was not just on “green” buildings but on sustainable buildings – which was a bigger nut to crack.



The mission of the Task Force had two other focus areas. The first of these was energy, which was both a cross-cutting issue and one that was easy to understand. The second was a focus on one of the many stakeholders – the public sector, not only because it was responsible for legislation and regulation, but also since it was a consumer of buildings itself.

The Task Force on SBC *inter alia* represents all the Task Forces on the Advisory Committee of the Marrakech Process. Thus one of the priorities was to act as a platform to bring in all ideas to the Marrakech Process as a whole and to the formulation of the 10 Year Framework of Programmes, and this was an appropriate time to present inputs.

The second priority was to define the concepts, criteria, benchmarks and indicators, best policy practices and best practices. The third priority was to agree political targets for the 10 Year Framework of Programmes which was to be placed on the Agenda at the U.N. in just 1 ½ years time.

Displaying a slide of a luxury residential building next to a slum, Ms Taipale pointed out that even if the building met all environmental criteria, it could not be called sustainable – buildings are not stand-alone objects, they have to be placed in a context. Social dimensions are present and have to be looked upon at every step of the process of constructing and operating buildings.

Sustainable Buildings and Construction could be described as the responsible supply, operation and maintenance of buildings that meet the needs of their owners and users – who could be totally different people – over a lifespan which could be 100 years, with minimal unfavourable environmental impacts whilst encouraging economic, cultural and social progress.

Buildings the world over on average consume 40% of all the energy that is being produced, as against about 20% for transportation/mobility. Additionally, the buildings themselves could add further to energy consumption by generating further excess transport. That is why there is such a focus on energy and public policy towards building and construction.

In addition to the Marrakech Process, the Task Force has another foot in the Kyoto Process. The intention was to bring the buildings and construction sector more clearly into the Kyoto Protocol process and the Task Force had organised a conference on construction and climate change in Bali as well as in Poznan in Dec '08.

The International Panel on Climate Change (IPCC) had published a report in 2007 of the potential for reducing carbon emission of different sectors. The IPCC study had found that the buildings and construction sector provided the highest potential for CO₂ reduction at the lowest cost. The light is now dawning as a consequence of this report, but the hard work of translating this into action which would contribute to the mitigation of climate change begins now.

The Task Force has put together 10 best policy practices, viewed from different angles, in order to be able to get the public sector more closely involved. The public sector can play a role in many ways, including in regulation and legislation on existing buildings, not only new construction. In industrialised countries, new construction constituted only 1 – 2 % of the existing building stock, thus the emphasis was on refurbishment and maintenance of existing buildings.

Policy interventions were also suggested in the areas of promoting renewable energy sources, local government policies, public procurement, R & D and certification programmes – a sort of ecolabel for buildings.

When looking at India, the numbers are huge with enormous demand for new housing, office space, hotel rooms and retail outlets. India had done marvels in the field of ICT in just 10-15 years and with the right political will, could replicate the success in areas such as renewable.

Q & A Session

Observation: One of the key deterrents was the absence of sound policy relating to the financing of sustainable buildings, especially for retrofits.

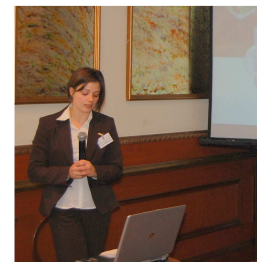
Response: This was absolutely right; much more needed to be done.

Response: There were some subsidies available in India for things such as solar thermal and solar photovoltaic systems, but it was agreed that these related more to energy conservation than to sustainable buildings *per se*.

Observation: Sensible use of existing technology and appliances – such as offering a ceiling fan in addition to air conditioning in hotel rooms – could make a great impact.

Sustainable Products: Alice Cohen, DEFRA, Great Britain

The U.K Task Force had taken up sustainability of products as a focus area because products – both goods and services – have an significant adverse impact on the environment. The Task Force tries to focus on those products with the greatest impacts. Pressures are only going to increase as consumption patterns change and consumption increases throughout the world, and it is better to *start* with sustainable products rather than follow the example of the West which has to go back and look at improving products already in the market.



To “Pick Right” in the first place, as suggested by Mr Sarabhai, using a life-cycle approach was the superior road to sustainability.

The U.K Task Force was established in 2005 and is currently at a bit of a crossroad. The Task Force initially concentrated on energy-using products and looked at eco-design in an effort to remove the least sustainable products from the market and then drive up

the sustainability of the remaining products. It had worked with several international energy agencies to develop acceptable standards for sustainability and in the process, felt that since numerous agencies were working on the same or related issues, it needed to re-assess its own thrust areas. Perhaps the afternoon's discussions with the Working Group could throw up some ideas on where the Task Force should focus.

One approach could be the development of different road-maps for products and services using a life cycle approach, in other words appraising the impacts of the inputs (resources, raw material) and the outputs (waste, emissions etc in addition to the finished product) at each stage of the life cycle. Experientially, this approach has been effective in improving the sustainability of products.

Product and service roadmaps for 10 items had been attempted, each with different supply chains. For instance milk was largely produced and consumed within the U.K whereas for clothing, India was a significant source of supply to the U.K.

Roadmaps could be used as a tool to improve the sustainability of products and services in the market. Part of the challenge lay in actually establish sustainability at the baseline and then measuring the improvements. Thus another area to focus on could be the methodology for measuring the sustainability of products. The Task Force had recently introduced a methodology in response to industry demands, called "Past 2050", which measured the carbon footprint of a product. This is based on ISO 14000 assessment methods but more consistent, robust and more easily used.

It was developed through extensive stakeholder engagement and looks at the whole life cycle, working out the impacts of the inputs at each stage. These were converted into emissions in the form of CO₂ equivalents which were then added up to get a number representing the carbon footprint. It enabled anyone in the supply chain to measure the contribution of a particular element of the chain.

This methodology is currently being piloted by a number of companies in disparate areas such as clothing, food and even banking services. It had already entered the international arena and the Greenhouse Gas Protocol is looking to develop it as an international standard, as is the ISO. The methodology is still in its incipient stages but will improve over course of time and usage.

The ultimate goal is to improve sustainability by culling out the less sustainable and planning strategic interventions which promote the entry of more sustainable goods and services in the market.

Sustainable Products – South Asian Perspectives: Prof Anil Gupta, National Innovation Foundation:

The people of India have long been innovating towards a more sustainable lifestyle. This country is alive and kicking because of the efforts of all but about 250 million people who live unsustainable lifestyles. Prof Gupta recollected that as a child, he noticed his grandparents even saving paper packets and he thread that was used to tie them. It was such values of conservation which needed to be revived and inculcated amongst children. Frugality is an imperative; we need to be frugal not because we have less, but because we have more.



In nature, feathers, fins and branches are set at a narrow angle from the trunk, about 15° - 90° Nature is very parsimonious; it has just a few designs but it plays around with

them all the time. Similarly, sustainable consumption rests on the pillar of simplicity – on the need to be simple in terms of design.

The reason why a large number of ideas and innovations do not reach the upper income strata of Indian society is because of a mind-set which says that the poor have hands, legs and mouths but not heads. Every 6 months, his organisation – Srishti – conducts a “Shodh Yatra”, where they actively travel around all parts of the country in search of innovative ideas. So far, Srishti had collected about 100,000 cases of innovation from the 545 districts of India. The lesson learnt is that the sacred and the profane are always intertwined in our value systems, and that the design which is inherently self-correcting is the design of the future.

Frugality, diversity, resilience and simultaneity are the four functions of nature. Prof Gupta felt that we have to understand the divide that prevents us from moving towards sustainable consumption – the divide of nature within and nature without.

He cited a study from Africa where it was found that the incidence of arthritis was much lower in villages where the community consumed local varieties of maize as against hybrid varieties. The reason was that locally grown varieties contained more boron absorbed from the soil, which the hybrids lacked. It is from local people who have traditional knowledge that we can learn how to produce goods which are more beneficial, healthy and sustainable.

For this reason, Prof Gupta found this meeting most useful because it provided an opportunity for creating markets for goods produced by people who may have been economically very poor, but who were very knowledge-rich. If we could think of ways of creating markets for such goods which are produced by the poor for consumption by the rich, we would have a win-win situation with the poor benefiting economically and the rich deriving benefit from a healthier and more sustainable lifestyle.

A 2004 study of different regions revealed a very high degree of overlap between poverty and biodiversity. More affluent societies tend to favour uniformity rather than diversity. For example, a supermarket would stock a single variety of a vegetable rather than offer the large number of species of the same vegetable which were available. While denying the buyer a freedom of choice, this pattern is also inimical to the economic interests of the regions where the different varieties were grown. Our lifestyles thus have a direct bearing on the sustainability of the resource base of our consumption.

Prof Gupta provided numerous examples of simple, innovative ideas and products invented or discovered in rural areas. Regrettably, most of these were not taken up for large scale production. Policy instruments such as directives from the concerned Government Ministries to use such products or technologies would have substantial positive impacts on the environment and also transfer wealth to the rural areas.

He stressed that frugality is an imperative, not a choice, and that one should not choose sustainability because one has to, but because it improves the quality of one's life. Creativity counts; Knowledge matters; Innovation transforms and Incentives (not necessarily material) inspire.

Sustainable Products – South Asian Perspectives: Vidur Behal, Hindustan Unilever

South Asia was a region with high population, high density of population, low per capita income and relative homogeneity. Unilever used a tool called Living Standard Measures (LSM), which used ownership of specified consumer durables as an index, to predict consumer behaviour. Unilever felt that this was a more reliable



tool for consumer assessment than income levels. South Asia ranked fairly low in this assessment.

However, the rate of growth in South Asia was the highest amongst all Unilever regions and the company felt that the potential for its products was very high.

Taking laundry cleaning products as an example (these constituted the single highest category of Fast-Moving Consumer Goods – FMCG by volume and value), the routes to sustainability comprised were detailed by Mr Behal. He felt that this category of product could simply not be considered sustainable, even though the process of manufacture was optimal and used the minimum amount of energy.

The reasons for unsustainability of the products available in this Region lay in the formulation itself, which used a high amount of fillers such as common salt to make up the bulk of the end product. Additionally, few detergents used phosphates for fear of eutrophication of water bodies, even though the addition of a small percentage of phosphates would add significantly to cleaning power without adverse environmental consequences.

The barriers to improving the environmental sustainability were well known. For a start, consumers felt that more bulk meant greater value for money, so manufacturers were reluctant to remove the fillers which could comprise anywhere between 25% - 65% of the product volume, which in itself meant use of un-necessary raw material and higher transportation costs.

To convince consumers to select more concentrated detergents meant a massive outlay in consumer education, which manufacturers could not afford in view of the low prices and margins prevalent in South Asia. Even though the technology existed, no manufacturer was prepared to take the risk (and bear the cost) of being the first to introduce a more concentrated product. An attempt was made in 2004 to get all detergent manufacturers to agree to the reduction in the filler content, but it had never really taken off for this very reason.

The best route to sustainability was to factor it in at the design stage of a product; once it was established, it was hugely expensive and time-consuming to effect a change. Regulation/legislation could be one way of enforcing a change, but there was inherent resistance to change by coercion. Therefore the only alternative lay in some form of fiscal incentive for more environment-friendly and sustainable products, for instance a withdrawal of Excise Duty (tax at the point of manufacture) for a period of 5-10 years to fund a consumer education drive.

Q & A Session

Observation: Certification, legislation and control are all institutional processes which have major cost implications. As evident from Prof Gupta's presentation, there is a release of energy when the drive towards sustainability moves from the bottom upwards. Recognition and certification can follow, but the essential thing was to harness the energy.

Response: This is true, but the imponderable is – how long can we afford to wait. Waiting endlessly for consumers to change is simply not an option, given the present state of the environment. Some form of regulation is a must.

RAPPORTEUR'S REPORTS:

Working Group on Sustainable Public Procurement: Rapporteur, Mr Chandan Bhavnani, Confederation of Indian Industry

The Group discussed how Sustainable Public Procurement (SPP) could be implemented in South Asia in general and India in particular, including how the world has progressed from merely considering the economic aspects of SPP to the “green” aspects to a situation where sustainability included social considerations as well.

Awareness and competence are simultaneously obstacles as well as opportunities for SPP. It is important to bring in Life Cycle Assessment in the planning stages of SPP. It is also important to establish the usage guidelines – identifying the risks, evaluating suppliers, defining the specifications and evaluating bids.

Several models from around the world were examined, including the Japanese model where a network of Government bodies, industry associations and experts made the implementation more effective. This examination also led to the conclusion that economies of scale are vitally important for an effective SPP programme and fiscal measures such as subsidies might be needed until economies of scale were reached.

The group felt that social considerations were also very important in any SPP programme, especially in developing countries. The absence of an effective eco-labelling programme in the region was noted. It is perhaps not so important in India at the moment, but it would certainly assist in decision-making.

Working Group on Sustainable Lifestyles/Education for Sust. Consumption: Prof Shri Ram Khanna, Consumer VOICE.

The great challenge is to draw attention to sustainable consumption and prevent the spread of wasteful consumption. Most households were not even aware of sustainable consumption. Laws and programmes such as eco-labelling were needed to complement awareness campaigns.

Other challenges included the lack of cooperation between different actors and the influence of commercial interests and advertising in promoting unsustainable lifestyles.

There is in India an excellent scheme of Eco Clubs as well as an entirely separate scheme of Consumer Clubs in educational institutions. These need to be cross-fertilized in order to create a smart consumer. For non-formal education, NGOs need to get involved so as to spread the message of sustainability outside schools and colleges.

New ideas included a) promotion of a consumer-producer dialogue b) building a database of sustainable goods and services and c) a documentation of existing best practices.

As regards inputs to the Marrakech process, the Working Group recommended:

- i) Especially in the context of the poor and under-privileged in South Asia, the link between livelihood and sustainable lifestyles must always be borne in mind
- ii) For South Asia, the 10-Year Framework of Programmes should set as a target the task of making 10% of all households aware of sustainable consumption.

iii) There is a crying need to learn from traditional practices. These are being gradually destroyed due to commercial practices and need to be revived and re-invigorated.

iv) International best practices need to be documented and presented in a manner usable in South Asia.

Working Group on Sustainable Buildings & Construction: Peter Graham, UNEP

A major issue is the lack of baseline data on the performance of buildings or the lack of access to such data. We need to develop programmes to establish baseline data and open channels to make the data public.

On the need for capacity building and education, it is necessary to be careful about what kind of capacities are being built and to question some definitions. Failure to do so would mean a capacity for “less bad” buildings rather than those which have a positive impact. To this end, capacity building should encourage innovative participation by stakeholders, inviting greater diversity in the debate.

In South Asia, the rate and magnitude of new construction forces an emphasis on embodied energy and also in the initial impact of construction and manufacture of construction material. In developed countries, the emphasis is more on operational performance.

Demand for sustainable buildings should be encouraged. Policies and best practices internationally might provide a starting point for this region.

There is a need to re-visit some regressive regulations and laws which drive unsustainable practices.

The Clean Development Mechanism (CDM) has so far failed to provide incentives for the building sector. This needs to be corrected. Avoidance of high transaction costs, bundling of small projects, looking at municipal scale opportunities are possible entry points.

The Indian Government’s approach to sustainable habitats should be encouraged since it forces a whole Government approach and requires different Ministries to work together to provide a facilitating institutional environment.

There is a need to encourage affordable and sustainable housing through the Jawaharlal Nehru National Urban Renewal Mission (JNNURM). Some existing strategies have the right intention but there is a requirement for more detail and capacity building.

There is a need to look at building retro-fitting strategies for encouraging radically improved performance – maximising energy efficiency, reducing energy and resource consumption, integrating renewables and biodiversity.

Working Group on Sustainable Tourism: Lucky Chhetri, Empowering Women of Nepal

The Working Group discussed the possibility of a Regional Network to create common opportunities for sustainable tourism in the area, since there was many synergies to be had.

There were also common challenges. Foremost amongst these were Government policy and regulations together with erratic enforcement. Other challenges included carrying-capacity assessment, education (from the bottom up), poor infrastructure, inadequate and hazardous transportation, the availability of clean food and hygiene, safety and security of tourists and lack of awareness of the common man.

Investment in eco-tourism was a serious concern. Investors, banks and donors are more interested in economic returns and criteria for investment and lending rarely include consideration on the impact on the environment and the local community. This needs to change.

Working Group on Sustainable Products: Arif Hussain, British High Commission

Several ideas came up from a varied and highly participative working group.

First, the desirability of internalisation of environmental costs, however controversial this might appear. Only when full costs are internalised can one determine whether or not a product is sustainable or is sustainably produced.

Secondly, the need for fixing responsibilities for a product or its process of manufacture. If producers are made responsible, they are sure to fall in line. There should, for example, be a greater emphasis on product take-back and recycling and the practices of companies such as Maruti Suzuki (automotive sector) and Nokia (telecom sector) were cited as good examples. Good product design was considered critical in offering sustainable goods in the market. Technology transfer for sustainable products is extremely important in South Asia.

The working group noted that there were many mechanisms for ensuring or encouraging sustainable goods and services but these needed to be operationalised. Even agreements within an industry sector were stalled by vested interests. A major challenge to sustainability lay in overcoming market forces. Opinions differed on whether regulation or a voluntary route were likely to be more successful. Regarding existing initiatives, the working group felt that encouraging recycling and reviving ecolabelling were essential.

Finally, the Government could play a major role in promoting sustainable consumption and production if it ensured that at least 10% of all Government procurement was of green goods and services.

Additional comments from the floor:

1) The presentations at the morning session revealed a sense of urgency; the stakes were very high and it was this sense of urgency which needed to be remembered at all times.

2) There needs to be a distinction between sustaining tourism and sustainable tourism. The emphasis of the working group was perhaps more on factors such as infrastructure, safety and security of tourists which related to sustaining the tourism industry. There needs to be a greater focus on encouraging sustainable tourism.

3) There is a need to consider incentives and fiscal measures such as taxes and subsidies to encourage sustainable goods, services and thus lifestyles.

4) There is considerable overlap amongst all the areas taken up for consideration during the day. Perhaps there is a need to map the cross-cutting issues and linkages between the different sectors.

5) This was one of the most lively and participative Conferences, and it was events such as these which would hopefully lead to the more active participation of India and South Asian countries in the Marrakech Process.

Thanks:

Sincere thanks were expressed to all participants, the Ministry of Environment & Forests, UNEP, the Marrakech Task Forces and to Society in Action Group who had worked very hard to ensure the success of the Conference.

Direct Outcomes:

The Swedish Task Force on Sustainable Lifestyles has held discussions with officials from Consumer VOICE and the Centre for Environment Education for possible projects in India. These will be internally discussed and progressed with the assistance of SAG if necessary.

The Swiss Task Force on Sustainable Public Procurement was greatly encouraged by the positive response of the Indian Directorate General of Supplies and Disposals (DGS&D), which is responsible for much of the Central Government's purchases. The DGS&D have been approached formally by the Task Force to participate in a activities of the Task Force for an India-centric proposal. The CII-ITC Centre of Excellence in Sustainable Development is also a possible partner with the Swiss Task Force for a project involving the elaboration of Green Public Procurement.

The Finnish Task force on Sustainable Buildings and Construction would like to have India as an active participant in the core group of the Task Force, which will formulate the vision, targets and tools that will be its contribution to the 10Year Framework of Programmes (CSD-18 and -19 in 2010 and 2011 in New York) and before that, to the UNFCCC COP-15 (Dec 2009 in Copenhagen). For that purpose they are approaching the appropriate persons in the relevant ministries - MoEF, Ministry of New and Renewable Energy, and Ministry of Housing and Urban Development & Poverty Alleviation.

ANNEXURE A

List of Participants

| SI No | Name | Organisation | Designation | E-mail Address | Phone No. | Country | Affiliation |
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ANNEXURE B



MEETING OF THE MARRAKECH PROCESS TASK FORCES

Building Cooperation on Sustainable Consumption & Production in SOUTH ASIA

Hotel Metropolitan, New Delhi

3rd February 2009

AGENDA

- 09.00 – 09.30** Registration
- 09.30 – 10.15** Introductory Session: Chair: **Ms Gunilla Blomquist**
Introduction to the Marrakech Process and Task Forces: **Mr. Stefanos Fotiou** (UNEP)
Inaugural Address by **Mr Vijai Sharma**, Secretary, Ministry of Environment & Forests
SCP in South Asia – Green Growth Initiative: **Ms. Aneta Nikolova** (UN-ESCAP)
Conference Structure and Objectives: **Mr. Rajan Gandhi** (SAG)
- 10.15 – 10.30** Coffee Break
- 10.30 – 11.45** **Panel I: Marrakech Process Task Forces and South Asian Initiatives**
Chair: **Mr. Hem Pande**, Jt Secretary, Ministry of Environment & Forests
- Sustainable Lifestyles/Education for Sustainability: **Ms Gunilla Blomquist** (Sweden)
 - South Asian Perspective: **Mr Karthikeya Sarabhai**, Centre for Environment Education
 - Sustainable Tourism: **Mr Stefanos Fotiou** (UNEP)
 - South Asian Perspective: **Mr Palitha Gurusinghe**, Sri Lanka Ecotourism Foundation
 - Sustainable Public Procurement: **Ms. Eveline Venanzoni**, (Switzerland)
 - South Asian Perspective: **Mr Shantanu Ray**, Indian Green Purchasing Network
- Q & A from the floor*
- 11.45 – 12.00** Break
- 12.00 – 13.00** **Panel II: Marrakech Task Forces and South Asian Initiatives**
Chair: **Mr Rajan Gandhi**, (SAG)
- Sustainable Buildings Construction: **Ms Kaarin Taipale** (Finland)
 - South Asian Perspective: **Mr Ashok B Lall**, Architect
 - Sustainable Products: **Ms Alice Cohen**, Great Britain
 - South Asian Perspectives: **Prof Anil Gupta**, National Innovation Foundation
Mr Vidur Behal, Hindustan Unilever Ltd
- Q & A from the Floor*
- 13.00 – 14.30** Lunch

MEETING OF THE MARRAKECH TASK FORCES

Building Cooperation on Sustainable Consumption & Production in SOUTH ASIA

POST-LUNCH AGENDA

- 14:30 – 16:00** Break-up into 6 Working groups for discussions
- WG 1: Sustainable Lifestyles & Education for Sustainable Consumption
- WG 2: Sustainable Buildings & Construction
- WG 3: Sustainable Public Procurement
- WG 4: Sustainable Tourism
- WG 5: Sustainable Products

Each MTF leader will make a detailed 15-minute presentation. Other participants are invited to make presentations relating to the theme discussed in the Working Group. This will be followed by discussions leading to:

- Main priorities and challenges
- Existing initiatives and possible cooperation and projects for implementation
- Formation of formal/informal consultation/cooperation groups
- Inputs for the Marrakech Process 10 Year Framework of Programmes

- 16:00 – 16:15:** Coffee Break
- 16:15 – 17:00:** Working Group Discussions (continued)
- 17:00 – 17:30:** Plenary Session: Reporting Back
- Chair: **Mr Hem Pande**, Jt Secretary, Ministry of Environment & Forests
Rapporteurs from each Working Group to report to Plenary
- 17:30 – 18:00** Closing Remarks – **Mr Stefanos Fotiou** (UNEP)
Vote of Thanks – **Mr Hem Pande**, Jt Secretary, MoEF