Asia-Europe Environment Forum Annual Conference 2019:
The Role of Consumers in Triggering Changes in Consumption and Production

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About Asia-Europe Environment Forum (ENVforum)

Established in 2003, the Asia-Europe Environment Forum (ENVforum) is a partnership of: Asia-Europe Foundation (ASEF), Government of Sweden through the Strategic Collaborative Fund administered by Stockholm Environment Institute (SEI), Hanns Seidel Foundation (HSF), ASEM SMEs Eco-Innovation Center (ASEIC) and the Institute for Global Environmental Strategies (IGES).

Since its inception 15 years ago, the ENVforum has organised over 70 high-level international meetings, roundtables, conferences and workshops, bringing together over 1,700 selected participants from civil society, NGOs, academia, governments, international organisations, and the private sector. The ENVforum has produced over 14 publications addressing essential issues related to environmental issues and sustainable development.

Acting as both facilitator and bottom-up promoter of wide-ranging initiatives, ENVforum provides an inter-regional platform for knowledge-sharing and capacity building for policy makers, businesses and civil society from Asia and Europe on sustainable development. The aim is to contribute to the formulation of sound decisions across all sectors that are mindful of their environmental, social, and economic impacts and ultimately of generations to come.

The 2030 Agenda for Sustainable Development

Today, the aims of the ENVforum are reflected in the 2030 Agenda’s Sustainable Development Goals (SDGs). Since 2013, the ENVforum has been actively engaged in the global discussion surrounding the SDGs, which were adopted by the UN Member States in the UN Sustainable Development Summit in September 2015. The ENVforum was given its mandate by the ASEM Summit in Vientiane, Lao PDR in November 2012. Going beyond its traditional format, the ENVforum launched a program to contribute to the bottom-up process that supports the implementation and monitoring of SDGs by providing Asian and European countries with key insights into sustainable development planning. The program is based on three pillars:

1. It undertakes research on SDGs and their associated indicators.
2. It organises knowledge-hub meetings of experts working on SDGs and indicators as well as on the Green Economy.
3. It disseminates the outcomes of consultations to policymakers.

Multi-stakeholder cooperation between international organisations, governments, businesses and the civil society will be required to address a variety of implementation challenges to translate the SDGs into reality. The ENVforum provides a platform for such multi-stakeholder cooperation to take place and supports global discussions with insights gained from its research on SDGs.
The Asia-Europe Environment Forum (ENVforum) Annual Conference 2019 was held from 29 to 30 July 2019 at the Pacifico Yokohama in Yokohama, Japan. This conference was organised by the ENVforum consortium and hosted by the Institute for Global Environmental Strategies (IGES), Japan.

The topic for this year’s conference was “The role of consumer in triggering changes in consumption & production”, where various stakeholders from civil society organisations, governments, and businesses came together to discuss the role of the consumer in ensuring sustainable consumption and production (SCP), as part of Sustainable Development Goal 12 (SDG 12). This conference is a follow-up from last year’s conference, which was focused on working towards a circular economy.

This conference also touched on health priorities when ensuring SCP, where experts discussed the future of food, with a special focus on Antimicrobial Resistance (AMR) and a sustainable lifestyle. This was the first time ENVforum brought in issues related to health, a topic that affects the global population, regardless of socio-economic status.

The 2-day conference consisted of several interactive sessions on single-use plastics and the future of food, allowing for the exchange of presentations showcasing national progress and achievements by representatives from Asia-Europe Meeting (ASEM) partners as well as plenary discussions on relevant aspects of SCP and circular economy.

The following report outlines the outcomes of the conference, providing a summary of the proceedings.

**Special Remarks**

Ambassador Kojiro SHIOJIRI, ASEG Governor from Japan, opened the conference thanking all participants for joining the conference and ASEF for organising the important session. He stressed that despite the strong impact of technology on society today, face-to-face communication remains key. Therefore, it is crucial to have such platforms organised by ENVforum where people can listen, exchange views and have a dialogue. Ambassador SHIOJIRI concluded his remarks by commenting on the relevance and importance of the conference’s topic, which was also identified by the G20 as one of the complex and pressing global challenges to be tackled.
Keynote Remarks

H.E. Satoru MORISHITA, Vice Minister for Global Environmental Affairs, Ministry of the Environment of Japan, began his keynote remarks stressing the importance of the conference’s topic, highlighting that SDG 12 was a key topic in the UN Environmental session this year. He shared that Japan is highly impacted by its demographic evolution due to its ageing population and the risks from the environment.

H.E. MORISHITA then shared Japan’s Fifth Basic Environment Plan, which was prepared after the adoption of the SDGs and the Paris Agreement. Here, he stated that the basic approach adopted in this Plan is different from that adopted previously. In the previous plans, priorities were set separately in each of the environmental fields with a focus upon directly addressing specific environmental issues. This Plan, on the other hand, sets up six interdisciplinary cross-cutting strategies, such as specific measures to solve several different issues in a complementary manner. He then highlighted that the goal of the plan is threefold: Environmental, Economic and Societal.

H.E. MORISHITA concluded his remarks by highlighting the changes Japan implemented after the G20 which includes mandatory charges for disposable plastics in stores. Japan aims to reduce plastic use by 25% by 2030. Here, he recognised the need for collaboration among stakeholders and platforms such as the ones organised by ENVforum could help promote such collaboration.

In his keynote remarks, H.E. Eang SOPHALLETH, Secretary of State, Ministry of Environment, Cambodia, shared efforts towards implementing the SDG in Cambodia. He shared that Cambodia has adopted the 2030 Agenda with its 17 SDGs, of which SDG 12 has been identified as a crosscutting SDG with the most interlinkages. He stressed that demographical changes and the increase in the proportion of middle class will significantly impact the scarce resources. Furthermore, with the lack of action, the plastic content in oceans will outweigh fish by 2050.

H.E. Eang SOPHALLETH noted that Asia has become a key region in the world having 60% of world’s population and contributing to 30% of the global GDP. By 2030, the figures are expected to increase to 70% and 50%. With this, it is key to promote sustainable consumption and production practices in this region. This, he acknowledged, begins with increasing awareness on the impact of consumption patterns in which Cambodia has achieved progress by integrating sustainability in its education. Other than that, Cambodia has also set up a national action plan and resource code and has established a legal framework which encouraged private sector and finance institutions to support.

H.E. Eang SOPHALLETH concluded his remarks sharing that Cambodia is committed to continue developing and promoting the SDGs. He also commented that the conference this year is addressing a pressing topic on the power of consumers which has been inadequately covered or ignored by many other forums.
Welcome Remarks

Mr SUN Xiangyang, Deputy Executive Director, Asia-Europe Foundation (ASEF), first welcomed all participants to the conference. He shared that this year’s conference would be the first year ENVforum is working with ASEF Public Health Network to bring together the topics of plastics, food, and health. He noted that the synergy between the 2 thematic areas, namely sustainable development and public health, would provide all participants with the platform to understand and discuss a broader range of issues that require the need for sustainable consumption and production, showcasing that these issues are not mutually exclusive. He also commended on how Yokohama transformed itself from a suburban residential town to an eco-friendly and liveable city with a strong economic base. He acknowledged that the city’s transformation was also made possible by the multi-sectoral collaboration among civil societies, the government, and businesses. Mr SUN concluded his remarks encouraging active participation to contribute to mutual learning.

In his welcome remarks, Dr Axel NEUBERT, Regional Representative, Hanns Seidel Foundation (HSF), reiterated the importance of SDG 12 and thanked ASEF and IGES for the organisation of the conference. He stressed that the impact our lifestyle choices have on the environment and climate is happening now, and not anymore a future problem. While the implementation of the SDGs is different for each country, he highlighted that the broad vision of SDG 12 is key as it cuts through all sustainability elements. He also agreed that consumers need to be involved and that SDGs should be an inclusive process. Dr NEUBERT concluded his welcome remarks emphasising that environmental protection and sustainability should not be in conflict with economic growth.

Ms Younji KANG, Manager, ASEM Eco-Innovation Center (ASEIC), delivered her welcome remarks stressing the importance and relevance of the conference’s theme in today’s context. She agreed that consumer’s role is key and lauded the conference’s objectives to deliver feasible and implementable ideas. There is a clear urgent need to change consumption patterns and thus participants of the conference should engage in dialogues to exchange experiences and best practices. Ms KANG concluded her remarks by hoping the conference to be the springboard for economically and environmentally sound trends.

Mr Hideyuki MORI, Executive Director, Institute for Global Environmental Strategies (IGES), began his remarks by sharing some history on Yokohama being the largest port city for the last 151 years since its opening to the west and was highly industrialised after the second world war. In the last 50 years, Yokohama has already started implementing sustainability efforts. The city had set emission standards together with the major power company far stricter than the international standards at that time. For years, the city has also implemented key separation recycling systems leading to a big reduction in landfill waste and a reduction of 23 incineration plants. Mr MORI concluded that the
experience of Yokohama made it an ideal setting to host this year’s conference and a source of inspiration for the discussions.

Session 1: High-Level Panel Discussion: Practice on SCP – the Role of the Consumer

The first session of the day was moderated by Mr Richard WERLY, France Correspondent at Le Temps. He opened the session emphasising the gravity of current consumption practices, highlighting the fact that while shoppers use 500 billion single-use plastic bags, which equates to 150 bags per person per year or 16,000 bags used every second, only 3% of the plastic waste is being recycled.

The first panellist, Ms Wahyuningsih DARAJATI, Senior Planner, Ministry of National Development of Indonesia began by recognising the complexity of SDGs implementation and shared that in Indonesia the complexity is managed by (1) the country’s political will, where SDGs implementation is seen as a movement with commitment from all stakeholders, (2) strong legal basis which includes a presidential decree, and (3) good strategy including participative process, clear and measurable goals and clear means of implementation including clearly defined responsibilities.

Focusing on SDG 12, Ms DARAJATI shared that the goal consists of 8 targets and 3 means of implementation. In this goal, governments and companies are encouraged to adopt sustainable practices in their business cycle, business processes, green public procurement, and public dissemination. At the national level, SCP is translated in several national policies and disseminated to the communities into 5 national collaborations: (1) ecolabels and the public procurement of an environmentally-friendly products; (2) environmentally-friendly buildings; (3) environmentally-friendly industries; (4) sustainable tourism; and (5) environmentally-friendly public facilities. She stressed that the implementation of SCP is becoming increasingly important to decouple national development from unsustainable development.

Ms DARAJATI then shared Indonesia’s National Action Plan on SDG 12, as indicated in Figure 1 below.

Figure 1: National Action Plan on SDGs 12 - Programs and Activities

Following that, she shared the progress of SDG 12 implementation, highlighting that effective implementation requires systemic change. On the government level, Indonesia is working on its Green Product List, which includes green certification and labelling, and Green Public Procurement, which includes change in operation and policy writing. On the business level, under its Environmental
Management System Standard, it is progressing on its green financing and incentives; under its Environmental Technology Verification, there are newly introduced or created services and start-ups; and under Ecolabel Standards, there is commitment by the Indonesia Business Council for Sustainable Development and the Indonesia Chambers of Commerce and Industry under Indonesia Vision 2050 project. Lastly, on the community level, the country is progressing on education, information and facilities in public areas towards the green lifestyle. Its progress includes rising in public awareness and action; active sociopreneurs in circular economy; new community initiatives; multi-stakeholder collaborations; and production of secondary materials on circular economy.

On the country's journey to circular economy, Ms DARAJATI shared that Indonesia is in the stage of initiating the transition by optimally improving resource efficiency and reducing waste. She stated that in the future, Indonesia will develop policies to encourage circular economy that ensures SCP is implemented in the business cycles and processes. She noted that SCP is indeed a fairly new concept in Indonesia and hence, there are challenges to be faced. This includes effective implementation of the policies where mainstreaming circular economy into Development Planning is important and requires the changing of communities’ behaviour towards SCP. Furthermore, the financing mechanism is not yet fully in place to create an operational policy intervention. This is further exacerbated by the fact that national priority towards economic growth does not completely promote environment and natural resources sustainability.

Ms DARAJATI concluded her session by providing some practical national examples on SCP including waste reduction and timber regulation.

Dr Wijarn SIMACHAYA, Permanent Secretary of Ministry of Natural Resources and Environment of Thailand and Chairman of Thai SCP Network, gave a presentation on Thai SCP Network. He opened by sharing that Thailand is the 40th country in the ranking of SDG implementation. The aim of the network is to be a tool to support the nation's SCP work, especially for the promotion of sustainable production and consumption plan 2017–2036, which envisioned Thailand to be a sufficient economy society based on innovation and a leader in ASEAN on SCP using sufficiency economy integrated with social innovation.

Dr SIMACHAYA then shared the objectives of the Thai SCP Network. The Thai SCP Network acts as is a network for collecting and exchanging knowledge, opinions and recommendations Sustainable production and consumption operations for the government, private organisations and the general public. It is also a network of sustainable production and consumption data as well as being a source of coordination with both domestic and international agencies. Finally, it collects and creates a network member database and the country's SCP progress report. On the regional level, it aligns itself with the Asia Pacific Roundtable for Sustainable Consumption and
Production, and on the global level, the 10-year Framework of Programmes on SCP. As of July 2019, there were 121 members in the network.

To illustrate the on-going collaborations among network members, Dr SIMACHAYA gave examples on talks and seminars that happened in partnership with various local and international stakeholders. The topics include sustainable business, tourism, low carbon development, green procurement, agriculture and food, and science and technology innovation for SCP.

Dr SIMACHAYA concluded with a comment on the topic stating that in a country like Thailand, awareness is key and would trigger consumers’ participation in green initiatives to help contribute to the effort towards SCP.

Mr Ado LOHMUS, Attaché at the Permanent Representation of Estonia to the EU, began with the progress in policy linked to SDG 12 in the EU. He highlighted that in the EU, there are numerous policies in place that have been drafted on the matter of SDG 12, yet the EU is still far from reaching the goals. Hence, in the EU, the issue is not a lack of policies – there is no need for more policies – but a need to focus our efforts on the actual implementation of the existing policies. This is linked to the “3-I” principle:

1. Invest – Having the right funding to implement the initiatives
2. Innovate – Leverage new technologies and sustainable practices
3. Inform – Get consumers involved and make data accessible and understandable for all

Focusing on the role of consumers to contribute to the change, Mr LOHMUS suggested focusing on 3 areas closest to consumers: food, textiles and plastics. While he shared that EU currently does not have a strong plan to tackle the issue of food waste, by 2025, there will be a completely separate waste collection system in place for textiles, and as for plastics, by 2021, single-use plastic items including disposable cutlery and tableware, straws, plastic cotton bud and balloon sticks, and oxo-degradable plastics and food containers. Additionally, EU member states will be required to achieve 90% collection target for plastic bottles by 2029 – this would indeed require active involvement of consumers to reach the target.

To conclude, Mr LOHMUS commented while banning plastic is one solution, effective waste management system is important and might aid consumers in contributing to the country’s efforts in becoming more sustainable.

In the discussions with the audience that ensued, participants highlighted the need to consider the production side to realistically change the consumption and production patterns. In this regard, Ms DARAJATI gave excellent examples from Indonesia on the roles of business councils or chambers to make businesses committed to SCP. Panellists also agreed that giving incentives to and increasing awareness amongst SMEs are important.

On promoting the reduction of plastic consumption among consumers, panellists agreed that while raising awareness is a key, plastic alternatives should also be developed. Mr LOHMUS noted that countries should leverage on social media campaigns in this age to manipulate behavioural change. When asked about top-down efforts to impose change such as fines and taxes, panellists generally agree that carrots and sticks
method would work but not for a long-term unless the cost is high enough to be effective. However, this would lead to disgruntled citizens and hence not the best solution.

Dr SIMACHAYA also noted that there is a need to consider different indicators for SCP and capabilities, for example, incineration plants and waste management facilities, among countries. There is also a need to identify different types of plastics in efforts to reduce plastic consumption. He noted the role of intergovernmental organisations such as ASEAN to coordinate action plans across the region and promote stakeholders' collaboration.

**Session 2: Asia-Europe Environment Forum (ENVforum) & the 2030 Agenda**

After the break, Ms Nur A'in A RAZAK, Project Officer, ASEF's Sustainable Development & Public Health Department, introduced the Asia-Europe Environment Forum (ENVforum) and its work on the 2030 Agenda. In doing so, she first gave brief introduction on ASEF and its mandate. She shared that ENVforum aims to contribute to the formulation of sound decisions across all sectors that are mindful of their environmental, social and economic impacts and of the future generations. ENVforum's main objective is to foster inter-regional cooperation between Asia and Europe on sustainable development and its environmental dimensions. She then highlighted the capacity-building initiatives organised in the ASEAN region to support policymakers in mainstreaming the 2030 Agenda.

Ms A. RAZAK then gave a brief introduction the conference’s topic, stressing the importance of sustainable consumption and production (SCP) as at the current rate of consumption and production, it would take 3 planets to satisfy the demands of the projected world population by 2050. She then highlighted the importance of ASEM region in the global efforts towards achieving SDG 12 as the region represents around 60% of the world's population, 65% of the global economy, and 55% of the global trade.

Following that, Ms A. RAZAK shifted her focus to the 2 main topics of the conference, single-use plastic and future of food. In the topic of single-use plastic, she shared that currently, the world produces more than 400 million tons of plastics per year, with the largest proportion of it designed for immediate disposal. She stressed that while proper waste management system is vital, statistics still show that with the current trend of consumption and waste management practices, there is a projected 12 billion tons of plastic litter in landfills and natural environment. She then reminded the audience members that in the waste management hierarchy, prevention i.e. actual reduction in use, is the most preferred method to manage waste.

Moving on to food, Ms A. RAZAK noted that the conference uses Antimicrobial Resistance (AMR) to demonstrate the food-health-sustainability nexus as AMR has become one of the biggest threats to global health, food security and development. AMR occurs when bacteria and other microorganisms develop resistance to medicines after being exposed to antimicrobial agents. In the livestock sector, the use of antimicrobials such as antibiotics is still in practice in many countries for livestock growth promotion and to boost productivity. Coupled with the fact that consumers are unaware of the risk they are exposed to...
and made even worse by the lack of transparency in the food sector, she shared that about 700,000 people die of AMR every year, a rate which will increase without adequate action. In fact, it is estimated that number of deaths caused by AMR will reach 10 million by 2050.

Ms A. RAZAK concluded her introductory session by giving an overview of the conference’s programme, also highlighting the efforts ENVforum has put in making the conference greener, including cooperation with conference venue and hotel to remove any PET bottles, disposable cutlery and tableware from being distributed in participants’ room and during the conference. Other efforts included minimising printed materials and reusable plastic-free nametags.

Session 3: SDG 12 in ASEM Countries

Ms Dora ALMASSY, Researcher, Central European University (CEU), began the session by giving an overview of the outcomes of ENVforum’s publication entitled “Closing the loop: ASEM’s transition towards achieving a circular economy” which looks at SDG 12 implementation experience of ASEM partners. She started by giving a brief introduction to SDG 12 including its targets and indicators. She then shared that the aim of the research was to map policy frameworks and implementation approaches to SCP in ASEM partner countries.

Ms ALMASSY highlighted the limitations of the methodology, being desk research narrowed to Voluntary National Reviews (VNRs), national strategy documents, and relevant implementation reviews or research papers available in English. Therefore, there might be a possibility of actual implementation practices that were not captured. She then presented some key findings from the research. While almost all ASEM partner countries formulated SCP objectives in high-level policy documents, significantly lesser number have linked these objectives directly to SDG 12.

The research identified potential linkages to SDG 12 in sectoral strategies and policy documents. They also found disbalance across monitoring indicators for SDG 12, where there are some indicators which are significantly more common than others.

Ms ALMASSY then shared the 5 key messages resulting from the research:

First, there is a need for strong policy and legislative framework, which could consist of the inclusion of SCP objectives in high-level, long-term national development strategies or plans; and sectoral strategies or plans and legislation to ensure the actual implementation of relevant strategic goals. In this regard, a circular economy strategy or action plan could serve as a starting point for identifying all relevant policy areas which should take SCP objectives and activities into consideration.

Second, businesses should take a lead as a key player – by moving away from unsustainable production patterns, businesses can improve resource efficiency and significant decrease their material footprint and waste generated. Governments should then play an enabling role by establishing strategic cooperation
with businesses, providing access to funding including introducing financial incentives or taxes and requiring companies to regularly report on sustainability. Moreover, governments need to consider measures that ensure large international companies to track the global footprint of their operations.

Third, green or circular procurement practices adopted by governments could be an efficient way to motivate suppliers to adopt more sustainable practices as well as to set an example for private companies to establish green purchasing practices themselves.

Fourth, to increase awareness and understanding of SCP, governments can utilise various means from formal education via environmental labelling practices to information campaigns. SCP education activities should be well-planned to reach all segments of society and thoroughly monitored to identify opportunities for revisions.

Finally, fifth, establishing a strategic set of indicators for measuring progress towards SDG 12 is crucial. The global indicators proposed by the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) can serve as the starting point for selecting SDG 12 indicators, but they need to be tailored or modified to national monitoring needs.

Following the general overview of the SCP implementation progress in the ASEM region, Mr Lukas MUELLER, Researcher at Freiburg University, gave a more in-depth look at Lao PDR’s national experience in implementing SDG 12. He first highlighted that while SCP covers areas beyond SDG 12, looking at SDG 12 is a good starting point as a foundation to a policy framework.

Mr MUELLER then set the context of his presentation, noting that there are constraints faced by the country due to its position as a landlocked continental southeast Asian country. The country is also FDI-dependent and has only fulfilled the eligibility criteria to graduate from Least Developed Country (LDC) status for the first time.

He then shared insights from the review on how the targets and indicators could be tailored to fit existing sectoral targets and activities. For example, on target 12.2 “achieve sustainable management and efficient use of natural resources”, the country’s indicator is focusing on material footprint per capita and per GDP, which falls under the responsibility of MoNRE. Mr MUELLER suggested focusing on rural agricultural sustainability as the Ministry of Agriculture already has a strong focus on sustainable resource use.

Generally, Mr MUELLER highlighted that global targets need strong localisation in terms of implementing SCP policies due to the need to consider socio-economic reality – countries’ economic context differs across regions. He also stressed the need to prioritise targets and consider the constraints faced and scarcity.

Mr MUELLER then explored the role stakeholders including international actors. First, donor governments could scale up additional investment, for example, on sustainable agricultural production as it is usually small-scale. The goal here would be to diversify sources of investment so as to reduce dependency on single donors or investors. Second, he highlighted logging as a major source of unsustainable production. Hence, there is a need for new regulations banning export of unrefined timber and to focus on rural education to improve quality and sustainability of timber sourcing. Here, the goal is not just to widen market access but also to prepare the market.
Mr MUELLER ended his presentation acknowledging the difficulty in transferring SCP implementation lessons learnt to other countries in the region due to the significant differences in each country’s main industries.

In the panel discussion moderated by Ms Grazyna PULAWSKA, and joined by Mr Noer Adi WARDOJO, President, Asia Pacific Roundtable of Sustainable Consumption and Production, and Ms Sisavanh DIDARAVONG, Deputy Director General, Center for Development Research, Ministry of Planning and Investment (MPI) of Lao PDR, one participant shared findings by IGES research where the country that has SCP framework tend to have better organisational coordination, like having coordination body with other ministries, but countries which follows green growth framing have better sectoral integration, which means integrating various objectives into different sectors. Asian countries, compared to European countries, also have the tendency not to address SCP in urban planning.

In this regard, panellists shared that for some countries green growth strategy came first and others SCP strategy came first. As such, government may set up differently according to which strategy came first and how it was institutionally expressed. This may be due to SCP being seen more narrowly than green growth. However, he agreed that more research needs to be done to come to a definitive conclusion.

Another participant requested for best examples on SCP education in European countries. Here panellists recommended looking at countries where sustainability and SCP is thoroughly integrated in school curriculum, and also goes beyond to target university and vocational level, which are listed in the report.

In the case of Lao PDR, Ms DIDARAVONG gave a historical background on Lao PDR to complement Mr MUELLER’s presentation on the case study. She noted that as a resource dependent country, there is a need for the country to consider environmental sustainability after achieving GDP growth around 2014. She also agreed on the need to prioritise due to budget constraints.

Mr WARDOJO encouraged countries to look at bottom-up approach as there are existing practices which are not yet recognised or identified as being circular on the ground. He also recommended avoiding complex terminologies or broad concepts during the education of the locals and focus more on the immediate local context.

Special Session with Aozora Foundation: Making Multi-stakeholder Partnership Work
The 1978 lawsuit over air pollution in Osaka’s Nishiyodogawa area ended in a March 1995 settlement in which the plaintiffs and nine defendant corporations agreed to work together to redevelop pollution-stricken areas. Pollution victims wished for a future with a blue sky which they had hoped the lawsuit would achieve. The Aozora Foundation, i.e. Blue Sky Foundation, formally named “Center for the Redevelopment of Pollution-damaged Areas in Japan”, was established in 1996 to continue the legacy and hope for a blue sky for generations to come. The special session with Aozora Foundation explored the experience leading to the settlement.

In the first part of the session, Ms KURIMOTO Tomoko, gave the context and overview of the situation leading to the lawsuit.

The Nishiyodogawa Ward in Osaka is located in the Hanshin Industrial Zone, one of Japan’s four major industrial zones, characterised by large factories in the heavy industries. The second half of 1950s marked Japan’s rapid economic growth which brought the onset of severe pollution and environmental damage. The costs of the economic growth were not just on the environment but also on human health. Many residents in the ward contracted asthma, emphysema and chronic bronchitis among other health issues. There were even significant number of victims who died from asthma attacks.

As health issues worsened, pollution victims around the country carried out anti-pollution movements which led to the Pollution-Related Health Damage Compensation Law which provided relief for pollution victims. However, the residents in the Nishiyodogawa Ward demanded for accountability where polluters should bear the responsibility and costs for the damage.

Hence, in 1978, the pollution victims in the Nishiyodogawa Ward filed the “Nisiyodogawa air pollution lawsuit” against 10 large corporations including a power producer and a steel mill, and against the national government and the Hanshin Expressway Public Corporation. The lawsuit asked that the defendants compensate victims for damage and to keep the air pollutant emissions under environmental standards. The victims started using the slogan “we want to leave a blue sky to our children” which resonates with the public at large, expanding the movement quickly.

The lawsuit took 21 years to resolve completely in 1998 due to difficulty of proving the health costs of pollution from factory smoke and motor vehicle emissions and proving the shared responsibility of the defendant companies.
The second part of the session was a dialogue between stakeholders which explored the conflicting interests between the plaintiffs, i.e. the victims, roleplayed by Mr UEDA Toshiyuki, and the defendants, roleplayed by Mr Kimio YAMAGISHI, leading to the settlement. The following were the various themes and key areas of the dialogue.

From the victims’ point of view, a trial was deemed as necessary to eliminate air pollution rather than the compensation offered as this allows them to push for policy change. The trial was also aimed at seeking a resolution which is apparent from the early stage of discussion. Furthermore, receiving 100 million signatories made it apparent that the issue was not exaggerated by the plaintiffs, but a real problem faced by the society at large. More importantly, the experience showed that in order to have a fruitful dialogue, both parties need to be equals. The argument should also be fact-based to be on an equal footing.

From the corporates’ point of view, building trust among the companies were important to begin exploring the possibility of settlement. They could also empathise with the slogan “leave a blue sky to our children” and recognised that the outcome of the regional revitalisation plan ended up very far from their ideal conception. The also agreed that the prolonged trial was disadvantageous on multiple aspects including reputation and personnel costs. The experience also showed that there is a limit to how unsustainable an economic growth could be hence the priority should not only be narrowed on profitability and the economy.

In the discussion with the audience, one participant asked about the role shareholders played during the lawsuit. The panellists shared that during that time, shareholders played almost no role. However, over the course of the lawsuit till now, many trends took place for example the expectations of companies having corporate social responsibility. With that, shareholders would have also become more vocal on their concerns if the lawsuit were to happen in current times.

However, Mr UEDA also voiced his concerns over the lack of representation from companies nowadays who would have a dialogue on an equal footing with the general public on the environment issues caused by these companies. He stressed the importance of businesses, not just SMEs but large corporations, to engage in the debate on the global agenda. In this, he also encouraged attitude change in local and central governments to bring the private sector into the discussion.
Another participant asked for advice for the younger generations in the present context where large corporations are still behaving damagingly but in a more sophisticated way. Here, Mr YAMAGISHI encouraged the younger generation to gain inspiration from the past and not depend on technology and legal system to solve current issues – he emphasised change will not happen due to inaction and people’s voice is a powerful tool to spark a change.

Parallel Streams on SCP Working Groups
The Plastic Backlash – How to Cope with the Miracle that Became a Problem

Mr Gabriele LO MONACO First Secretary, Delegation of the EU to Japan, kickstarted the plastic working group by giving an overview on the EU strategy for plastics. He first noted that the EU Plastic Strategy should be seen in the context of the EU Circular Economy Plan which was initiated in 2014 and has led to 54 actions. He shared that the European Strategy for Plastics in the Circular Economy aims to improve the economics and quality of plastics recycling, drive investments, harness global action and curb plastic waste and littering.

Mr LO MONACO then shared the different measures on single-use plastics and fishing gear which took into account consumer behaviour and needs, and opportunities for businesses. First, for items with available sustainable alternatives, there will be market bans to promote less harmful alternatives. For items with no clear alternatives, the prevention measures include design requirements, consumption reduction and consumer information, improved waste management measures include waste separation and extended producer responsibility.

In its aim to harness global action, the EU is looking into supporting multilateral initiatives on plastics, promoting international industry standards development and developing cooperation funding. He then shared some examples including action on plastic waste and marine litter in Southeast Asia, the adoption of Ocean Charter and G7 Innovation Challenge.

Mr LO MONACO concluded his presentation by outlining the overall objective of the strategy which is to create a smart, innovative and sustainable plastic industry of the future.

Dr Yasuhiko HOTTA, Director, Sustainable Consumption and Production, Institute for Global Environmental Strategies (IGES), Japan, presented the gap analysis of circular economy and plastics in ASEAN member states. The project’s objective was to develop a knowledge base for follow-up actions, mainly in the form of EU-ASEAN collaboration. Its main components include reviewing government policies and legislations; identifying countries and policy areas where there is both high potential for
improvement and strong interest in joint follow-up action; stakeholder mapping and exploring the need for and interest in a regional initiative on circular economy with a focus on plastics.

Dr HOTTA first gave an overview on the current situation in the region, focusing on the roles typically played by national governments in Southeast Asia in relation to key life-cycle stages of plastics as seen in table 1 below, and then presented the four types of gaps existing as outlined in table 2:

Table 1: Roles played by government at different stages of the plastic lifecycle

<table>
<thead>
<tr>
<th>Life-cycle stage</th>
<th>Typical government roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plastics production and trade</td>
<td>• Plastics is regulated as any other industry and traded as any other commodity</td>
</tr>
<tr>
<td></td>
<td>• The plastics industry is often seen as an important <strong>engine of economic development and job creation</strong> – potential conflict between policy objectives</td>
</tr>
<tr>
<td>Manufacturing and trade of plastic goods, including packaging</td>
<td>• Regulated as any other industry and traded as any other products</td>
</tr>
<tr>
<td></td>
<td>• Basically no attempts to discourage <strong>problematic kinds of plastics</strong>, combinations of materials, or <strong>designs</strong></td>
</tr>
<tr>
<td></td>
<td>• Weak or nonexistent regulations of <strong>plastic additives</strong>, including <strong>hazardous substances</strong></td>
</tr>
<tr>
<td></td>
<td>• Few attempts to encourage <strong>alternative materials</strong>, including bio-based plastics</td>
</tr>
<tr>
<td>Distribution and use</td>
<td>• Increasing number of initiatives to <strong>discourage plastic items provided to consumers</strong> at the point of purchase (such as carrier bags, food trays, drinking cups, cutlery, straws) but mainly at local level and with uneven implementation effectiveness</td>
</tr>
<tr>
<td></td>
<td>• Few efforts to influence <strong>packaging design</strong> or amount, or to stimulate business models that <strong>reduce packaging need</strong></td>
</tr>
<tr>
<td>Waste collection and management</td>
<td>• Responsibility often delegated to local governments, insufficient coverage of <strong>collection</strong> services, large leakage to the environment due to inappropriate <strong>disposal</strong>, widespread open <strong>burning</strong></td>
</tr>
<tr>
<td></td>
<td>• Significant collection of waste plastics through <strong>informal channels</strong></td>
</tr>
<tr>
<td></td>
<td>• Some formally organised <strong>segregated collection</strong> of waste plastics</td>
</tr>
<tr>
<td>Recycling and use of recycled plastics</td>
<td>• Some government initiatives to stop visible polluting operations</td>
</tr>
<tr>
<td></td>
<td>• Limited efforts to improve the recycling chain,</td>
</tr>
<tr>
<td></td>
<td>• Few initiatives to <strong>stimulate demand</strong> for high-quality recycled plastics</td>
</tr>
<tr>
<td>Import of plastic waste for recycling</td>
<td>• <strong>Regulated or banned</strong> by many governments but enforcement is challenging</td>
</tr>
<tr>
<td></td>
<td>• Countries taking <strong>individual action</strong>; lack of regional coordination</td>
</tr>
</tbody>
</table>

Table 2: 4 gaps existing in ASEAN region
Gaps in information and knowledge

- Data on use patterns and trends, as well as on waste handling and recycling routes
- Understanding of types of plastics and their properties, applications and benefits; associated issues at different life cycle stages, and sustainable alternatives
- Knowledge on the relative merits of different recycling options, including “down-cycling” and “closed-loop” recycling
- Awareness on issues associated with hazardous chemicals and substances of concern found in plastics
- A lifecycle understanding of plastics and of how globalised value chains can both amplify and help addressing issues around plastics.

Gaps in policy and governance

- Clarity on mandates, roles and responsibilities at different levels of and agencies of government
- Comprehensive frameworks with policy packages and instruments to follow up on national strategies and plans
- Effective approaches for governments to engage and coordinate diverse stakeholders
- Tools and guidelines to support action by stakeholders

Gaps in technical capacity

- Limited technical training of responsible personnel in the complexities of plastics, including chemical, supply chain, and environmental aspects of different types of plastics
- Technological and human-resource constraints in managing post-use plastics, often including lack of infrastructure for preventing environmental leakage of plastics
- Low capacity for innovation, especially among SMEs
- Few initiatives to encourage innovation, including social innovation to reduce plastic use as well as technical innovation on sustainable alternatives

Gaps in markets and finance

- Access to financing for eco-solutions, including development of alternatives to plastics and efficient post-use processing
- Shared and accepted standards for recyclables to ensure quality control and bring trust in the market
- Access to markets for recyclables
- High perceived market uncertainty, hampering investments
- Uncertainty regarding how to effectively transition from completely market-driven (and largely informal) recycling system to more regulated and formalised systems

Dr HOTTA concluded his presentation by giving recommendations on regional initiatives to address plastics across the ASEAN member states. He recommended setting technical standards for plastic products and recycled plastic and guidelines on circularity on plastics use; phasing out of harmful additives; establishing an ASEAN-wide network for research and innovation on plastics and ASEAN framework agreement on plastic pollution. Dr HOTTA also noted the various emerging opportunities and actions in the region and globally where ASEAN members could utilise as a step for policy collaboration and coordination for circular economy in the region.

To give a business perspective on the issue, Ms Katarzyna DULKO-GASZYNA Retail Sustainability Manager, IKEA Retail Poland, gave a presentation on IKEA Poland’s initiatives on reducing plastic waste. Ms DULKO GASZYNA first introduced IKEA’s circular economy model:
Ms DULKO-GASZYNA shared that IKEA considers it as a mean for connecting economic growth and sustainability and has made it a business priority. Circular IKEA consists of three main parts: Material, design, and interacting with the customers. This means using recycled and innovative material to develop new products that are of good quality and designed to be repurposed, repaired, reused, resold, and recycled at the end of the product’s life cycle, as well as interacting with the customers and offering services to meet their needs.

In the material part IKEA has made the most progress: 100 percent of cotton and 85 percent of wood used in IKEA products come from certified sources. IKEA continues to maintain its environmental sustainability even in its inorganic products, as for example the ISTAD bags which are made from 85% sugarcane waste.

In terms of energy, IKEA has been investing in renewable energies, particularly in wind turbines and solar panels. The company has thereby generated renewable energy equivalent to 73 percent of the energy it uses across its operations. In Poland, the company has already been operating with 100 percent renewable energy since 2016 with own windfarms. As for waste, Ms DULKO-GASZYNA stressed the importance of redefining what waste constitutes. IKEA conducts furniture recovery where ¾ of products were saved by internal recovering where 63% were sold as 2nd hand products and 31% were re-packed as new. This initiative reduces the losses incurred.

Ms DULKO-GASZYNA concluded her session giving an outlook, stating that new and more sustainable disposables for IKEA restaurants, bistros and cafes that will replace the current disposables, with the ambition to remove all single-use plastic from the range.

Mr Mitsuyuki UNNO, Executive Director, Nippon Foundation, concluded the panel presentation on Nippon Foundation’s Marine Litter Project “Change for the Blue”. He started by giving a brief introduction to the foundation sharing that its mission is to pass on bountiful oceans to future generation.

Mr UNNO shared that in the national opinion poll conducted, they found that while marine litter has become a mainstream issue, it lacks the understanding of actual conditions. Next, majority feel that everyone should be taking part in countermeasures against marine litter. Third, individuals are motivated to act but local communities are lacking in interesting activities.

The goals of the project are to 1) change public attitude towards marine litter; 2) establish solution models with stakeholders; 3) accumulate scientific knowledge on marine litter; and 4) engage in marine litter projects outside Japan. Mr UNNO then shared the activities done in collaboration with various stakeholders.
including the government namely Ministry of the Environment; businesses namely Coca Cola Japan and 7-11 Japan; academia; and municipalities.

Mr UNNO concluded his presentation sharing the future initiatives planned, including partnerships with international organisations, projects in small island states and joint projects with corporations.

In the discussion moderated by Dr Anthony SF CHIU, Executive Secretary of Asia Pacific Roundtable of SCP, participants first raised the lack of spotlight on initiatives to reduce single-use plastic. Panellists responded by sharing that there are increased discussions at the policy level and while there are efforts to develop more sustainable alternatives, there is still a lack of substitutes for plastic. The discussion also touched on marketing sustainability which would require investment and time. While price can be a deterring factor in promoting more sustainable products, one strategy would be to introduce a lower price at the start to increase demand which would then increase the supply and market for such products. This would then ultimately reduce the cost of producing the sustainable product and thus achieving profits later.

After the panel discussion, participants were divided into groups to discuss the situation on single-use plastics in their respective country. The topics included effective national regulations regarding single-use plastics, successful local initiatives to reduce or ban single-use plastics and the role and power of consumers in reducing plastics use. The outcomes of the discussion contributed to the policy recommendations on single-use plastic presented on Day 2. This will be presented later in the report.

New Directions in Food Sustainability: The Food-Health Sustainability Nexus

Dr ZHANG Dunfu, Professor, Sociology at the School of Sociology and Political Sciences, Shanghai University, kickstarted the food parallel session by sharing about the food system and SCP in China. He first gave a definition of food system as a complex web of activities involving the production, processing, transport and consumption. He shared that issues concerning the food system include the governance and economics of food production, its sustainability, the degree to which we waste food, how food production affects the natural environment and the impact of food on individual and population health.

Dr ZHANG highlighted that given China’s sheer size of population and meat demand, the sustainable meat consumption in China is a relevant topic in the global food system. Furthermore, commercial feeds and additives led to meat consumption related diseases in China. He shared that the country is experiencing a dramatic transformation in livestock breeding and the use of veterinary drugs and feed additives in animal farming are popular. While industrial livestock and poultry production undergo a rapid expansion, the waste produced release a wide range of pollutants to the environment which pose as risks to human health.

Dr ZHANG concluded his presentation stressing the need to apply food systems thinking in dealing with issues related to food.
Dr Norio OHMAGARI, Director, AMR Clinical Reference Centre, gave a presentation on AMR and the efforts to tackle the issue. He started by sharing that AMR is sped up by taking antibiotics unnecessarily and eating animal products which are fed with antibiotics to increase productivity. He then shared bleak statistics by the CDC estimating about 2,000 illnesses and 23,000 deaths caused by AMR.

Dr OHMAGARI highlighted that antimicrobial agents are a resource which can be depleted. In fact, there is a stagnation in the development of antimicrobials.

Coupling the stagnation with AMR, quoting the World Health Organisation, he stressed that without harmonized and immediate action on a global scale, the world is heading towards a post-antibiotic era in which common infections could once again.

Dr OHMAGARI concluded his session by sharing a successful case study in Japan on managing Lactococcosis in amberjacks without the use of antibiotics. As a background, Lactococcosis is a serious bacterial disease causing great economic loss in Japan’s aquaculture industry. As an alternative to providing antibiotics, trainings were provided to administer fish vaccination since 1999. As a result, more than 790 million yen were saved per year from the damage cost caused by Lactococcosis of amberjack in Oita. This proves that alternative to antibiotics can be significantly more viable economically and at the same time reducing the effect of AMR from meat consumption.

After the two presentations, Mr Florian BERANEK, Lead Expert Societal Responsibility & RBC, UNIDO Country Office Vietnam, then facilitated a breakout session called “Food Trust Chain” to explore the various actions and expectations by different stakeholders in the food value chain to result in more sustainable food systems. The outcomes of the discussion contributed to the policy recommendations on food presented on Day 2 which will be presented in the following section of the report.

Figure 4: Stagnation in the development of antimicrobials (CID, 2004)

![Figure 4: Stagnation in the development of antimicrobials](cid.png)
Key Messages and Policy Recommendations
Single-use Plastic

Key messages

1. The main driver behind plastic waste is overconsumption. Therefore, to address the issue we need to consider absolute reduction the use of plastic.

2. Preventing plastic waste is more than addressing it as a waste management challenge. It needs to be tackled at various levels with ensuring representation of stakeholders involved in all stages of the plastic life cycle. Reduction of plastics must go beyond recycling and consider a circular economy approach including life cycle analyses of plastics; a supply chain perspective; and clear understanding of stakeholder groups lobbying against progressive actions.

3. Consumers can be a powerful force but clear channels for consumers to be heard are needed. To allow for thorough information and awareness, we need triggers and an enabling environment to act, and also a recognition that there are also limitations to what consumers can do to change the whole system.

4. Total bans on plastics are not always a solution. Plastic is not bad or good – despite the daunting statistics, unless there is a perfect substitute for plastic, it is here to stay due to its characteristics. For example, in the medical industry, there is a lack of such alternative which could withstand contamination as well as plastic. Therefore, we must invest in, or ensure availability of viable alternatives. At the same time, there is a need to practice caution from shifting the problem to other potentially less sustainable materials. There is a need to consider a suite of complementary policies which is more likely to have more positive impacts.

Policy recommendations

- Extended Producer Responsibility (EPR) systems should be made more ambitious by targeting problematic single use plastics. Such a system could include:
  - introduction of incremental fees
  - differentiated cost structure to incentivize greater design for the environment

- Regulation across the supply chain remains key for implementing a life cycle approach to plastic packaging management. Main actions could include:
  - targeting distributors and logistic services (in addition to consumers and retailers)
  - take back obligations of transport packaging associated with large consumer goods

- Obligatory information disclosure should be considered for large manufacturers, producers, distributors and collectors, with emphasis on reporting on generation and trade of plastics.

- Claims on recyclability, reusability, and material reductions should be made a legally enforceable part of product quality standards.
Food-Health Sustainability Nexus

Key messages

Currently, AMR is seen mainly as a technical health issue, dealt with by medical professionals and health organizations. We believe to truly go mainstream, AMR needs to become more people-centered and not only patient-centered. To enable a broader discussion around AMR, we suggest three perspectives on AMR as a societal issue: as an environmental pollution risk, as an economic risk for food supply chains, and as a health risk for consumers’ lifestyle choices.

1. Reframe AMR as an environmental pollution issue – antimicrobials are not just affecting humans and animals, but they are increasingly contained in rivers, lakes and soil, contaminating crops and the water supply

2. Recognize the potential economic effects of AMR on food production along the supply chain and its potential to jeopardize livelihoods of farmers, etc. According the World Bank, the economic fallout from AMR could be on the scale of the 2008 global financial crisis, perhaps causing a reduction of up to 3.8% of annual GDP by 2050 with a particularly high impact on low income countries

3. Move towards AMR as a lifestyle issue. AMR is driven by consumer lifestyle habits and demands which include the expectation of cheap, animal-based food supplies. This creates a disconnect between where food comes from, and how it is purchased. We need to change the story on what people should be consuming as they enter the global middle class. People should not only aspire to a cheap and carnivorous lifestyle, but consider non-meat-heavy, sustainable, nutritious diets. We should empower the consumers towards having more sustainable sources for food consumption in their life

Policy recommendations: The Way Forward for AMR and Food Systems

- There is a clear gap between AMR in animal and human health and AMR’s environmental effects. This can be addressed by commissioning research that looks at the impact of AMR on the environment such as soil, rivers and lakes. We need research-based information of the extent of AMR's effects on the environment. For example:
  - What are the impacts of antibiotics overuse on our soils and our waters?
  - What are the contamination levels of antimicrobials from industrial effluent particularly from industries such as healthcare, pharmaceuticals and food processing?
  - How widespread are antibiotics-resistant bacteria in our environment?
- Developing further discussion of the economic effects of AMR and strategies to address them. Within food systems, other environment-based risks such as climate change, water scarcity or soil degradation are already being considered as business risks and research has been done on their distinctive impacts. This should also be done for AMR with the aim of sensitizing actors within the food system for the potential fallouts of an AMR-induced food crisis
Incorporate AMR into discussion on sustainable lifestyles. It would be necessary to look into stakeholders like retailers which have traditionally dominated the supply chain and the message to consumers

**Translating Challenges into Stakeholder Actions**

- In the case of AMR as an environmental issue, ministries of environment and industry should also move towards studying the issue of AMR. They should collaborate with research institutes to assess the degree of AMR impact on their areas of responsibility, such as soil, water, and effluent.
- In the case of AMR as an economic issue, governments need to understand the impact on all stakeholders. This goes beyond the food supply chain into stress testing other sectors that can be affected by AMR and the knock-on effect on the domestic economy, for instance through disease and loss of life. Within food systems, there is a chance for producers to turn AMR-related business risks into opportunities by moving towards more sustainable and less resource-intensive production, given the right incentives.
- In the case of AMR as a lifestyle issue, consumer marketing campaigns from retailers and restaurant chains have traditionally advertised meat-based, low-cost food consumption patterns. This needs to be challenged with an alternative narrative. Consumers cannot be held entirely responsible for their meat-heavy, fast food lifestyles. They lack information about production inputs and the environmental impact and are constrained by finances, particularly in developing countries. Equally the solution does not lie in shifting blame to other stakeholders. Campaigns should be commissioned to develop alternative communications that educate the consumer and reverse damaging lifestyle habits. Producers, retailers, processors and wholesalers should form alliances to increase the transparency of food systems and enable all stakeholders to correctly assess AMR-related food risks.
Partner Organisations

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, economy, sustainable development, public health and media.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 150 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF’s activities, and much wider audiences are reached through its various events, networks and web-portals.

For more information, please visit www.ASEF.org

The Hanns Seidel Foundation (HSF) is an official German Political Foundation. It is entrusted by the German Parliament with a mandate, which lies at the core of the task of promoting democratic and sustainable structures worldwide. This mandate involves the strengthening of the relevant institutions and persons, procedures and norms and the requisite attitudes enabling such development to take place.

For more information, please visit www.hss.de or www.hss.de/southeastasia

ASEM SMEs Eco-Innovation Center (ASEIC) was established in 2011 with the principal mandate of promoting Asia-Europe cooperation to create and enhance eco-innovation of small and medium-sized enterprises (SMEs) in both regions.

For more information, please visit www.aseic.org/main.do

Established in 1998, the Institute for Global Environmental Strategies (IGES) is an independent, not-for-profit think tank, based in Japan. It goes beyond research to provide practical ways to protect the earth’s environment and to realise greater sustainability and equity in the global community.

For more information, please visit www.iges.or.jp

Conference was partially funded by

Sweden Sverige SEI Stockholm Environment Institute
Annexes
Annex I: Graphic Reporting Outcomes
“Aozora” Blue Sky for Children
For children affected by pollution

Nishiyodo Dogawa Osaka

From severe smoke exhausts

Red from iron

Yellow from sulphur

Who’s responsible for the problem?

Find common ground for public dialogue

Resolution

1. Confirm situation
2. Create partnership
3. Build sustainable society

Listen to victims. Establish causal effects

Aozora Foundation: Nishiyodo Dogawa’s Air Pollution (1978-1998)

Toshiyuki Ueda
Kimio Yamagishi
Kurimoto Tomoko

Public govt.
Companies
Victims
Academics
ABSTRACT
The Asia-Europe Environment Forum (ENVforum) 2019 Annual Conference: The Role of Consumers in Triggering Changes in Consumption and Production is a 1.5-day international conference which will take place on 29-30 July 2019, in Yokohama, Japan.

The conference objectives are:

- To contribute to a better understanding of consumer influence with regards to SDG12 on Ensuring Sustainable Consumption and Production (SCP)
- To trigger a multi-stakeholder on-going dialogue on integrating SCP and circular economy into actionable planning
- To unleash collaboration on sustainable development issues among ASEM Partners.

BACKGROUND
The adoption of the Sustainable Development Goals (SDGs) outlined in “Transforming Our World: the 2030 Agenda for Sustainable Development” presents multiple challenges for countries to implement SDGs. One of the central issues impeding the success of the 2030 Agenda are unsustainable consumption and production patterns.

We are currently consuming more resources than ever, exceeding the planet’s capacity for generation. In the meantime, waste and pollution grow, and the gap between rich and poor is widening. Health, education, equity and gender equality and empowerment are all adversely affected. In less than 3 decades, global household consumption has increased by almost 230%.

At this rate, with the projected world population to reach 9.8 billion by 2050, the magnitude of natural resources required to meet the demands is equivalent to almost three planets. Therefore, there is high time to look into the SCP and explore a way to decouple economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

As the shortage of natural resources looms, it is imperative to achieve SDG 12 “Ensuring sustainable consumption and production” and explore more sustainable consumption and production models which would result in overall reduction in the use of resources and generation of wastes. One rising trend is the rise of sharing economy also known as collaborative consumption.

Ultimately, SCP contributes to the transition towards low-carbon and green economies. To do this, SCP requires building cooperation among many different stakeholders as well as across sectors in all countries.

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1 Transforming Our World: The 2030 Agenda for Sustainable Development can be found at https://sustainabledevelopment.un.org/post2015/transformingourworld
2 The World Bank, World Development Indicators. Households and NPISHs Final consumption expenditure (current US$) [Data file]. Retrieved from https://data.worldbank.org/indicator/NE.CON.PRVT.CD
The Asia-Europe Environment Forum Annual Conference 2019 on The Role of Consumers in Triggering Changes in Consumption and Production is organised by the ENVforum consortium. This 1.5-day event will take place in Yokohama, Japan and will be held back-to-back with International Forum for Sustainable Asia and the Pacific (ISAP) 2019, hosted by Institute for Global Environmental Strategies (IGES) offering synergies among those 2 events.

The conference will provide a platform for various stakeholders to exchange experiences, including challenges and best practices on the transition into the circular economy, with a focus on the potential of consumers in changing consumption and production models. It will explore the impacts of current consumption patterns including the rise of consumerism, and more positively, the growth of ethical shopping. In doing so, it will look at the role of civil society, governments and businesses as enablers of new business and market models, specifically the sharing economy\(^5\) and post-consumerism.

Aligning with the overarching topic of responsible consumption and production, the conference will focus on 2 issues specifically exploring:

- food production with the specific angle of antimicrobial resistance (AMR) and;
- the life cycle of single-use plastics.

The conference, organised by ASEF, will provide:

- An Asian-European aspect by linking Asian and European viewpoints
- Knowledge of existing frameworks and policy instruments of SCP and circular economy
- Guidance on the role of the consumer in triggering systemic change into national policies
- Public health dimension of food production
- Examples of plastic related innovative business and market models

The conference is designed to promote exchanges on regional and international levels and highlight different multi-stakeholder initiatives or partnerships promoting the adoption of SCP practices and the sharing economy. It will also build on contributions from experts and practitioners in the private sector.

The Conference will result in:

- Shared practices of consumer influence on SDG12 on Ensuring Sustainable Consumption and Production
- Multi-stakeholder dialogue on integrating SCP and circular economy into actionable planning compiled in the report detailing conference proceedings and summarising expert presentations
- Follow up activities conducted by ASEM Partners related to the conference topics
- An international conference enabling stakeholders to exchange ideas on SDGs implementation, with a focus on SDG 12

This conference will gather approximately 100 participants and speakers, including:

- International experts, civil society, academia and business representatives working on SDGs’ implementation, with focus on SCP and circular economy
- National representatives from relevant sectors involved in SDG12 implementation in the ASEM region
- Sustainable development experts and practitioners based in Japan.

\(^5\) Also known as “collaborative consumption”. 
### Annexe III: Conference Programme

**Asia-Europe Environment Forum (ENVforum) Annual Conference**  
The Role of Consumer in Triggering Changes in Consumption & Production  
29-30 July 2019  
Venue: Pacifico Yokohama

#### Day 0, Sunday, 28 July 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 18:30 - 20:00 | Welcome Dinner & Early Registration  
Venue: Nakamenoteppen Landmark Tower Yokohama, B2F |

#### Day 1, Monday, 29 July 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 08:30 - 09:00 | Registration  
Room: F205 and F206 |
| 09:00 - 09:10 | Special Remarks  
Ambassador Kojiro SHIOJIRI, ASEF Governor from Japan |
| 09:10 - 09:20 | Keynote Remarks  
H.E. Satoru MORISHITA, Vice Minister for Global Environmental Affairs, Ministry of the Environment of Japan  
H.E. Eang SOPHALLETH, Secretary of State, Ministry of Environment, Cambodia |
| 09:20 - 09:45 | Welcome Remarks  
Mr SUN Xiangyang, Deputy Executive Director, Asia-Europe Foundation (ASEF)  
Dr Axel NEUBERT, Regional Representative, Hanns Seidel Foundation (HSF)  
Ms Younji KANG, Manager, ASEM Eco-Innovation Center (ASEIC)  
Mr Hideyuki MORI, Executive Director, Institute for Global Environmental Strategies (IGES) |
| 09:45 - 10:45 | High-Level Panel Discussion: Practice on SCP – the Role of the Consumer  
Room: F205 and F206  
Moderator: Mr Richard WERLY, France Correspondent, Le Temps  
Ms Wahyuningsih DARAJATI, Senior Planner, Ministry of National Development (BAPPENAS), Indonesia  
Dr Wijarn SIMACHAYA, Permanent Secretary of Ministry of Natural Resources and Environment, Thailand, President of Thai SCP Network  
Mr Ado LOHMUS, Attaché at the Permanent Representation of Estonia to the EU |
| 10:45 - 11:15 | Coffee Break & Group Photo |
| 11:15 - 11:30 | Asia-Europe Environment (ENVforum) & the 2030 Agenda  
Room: F205 and F206  
Ms Nur A’in A. RAZAK, Project Officer, Asia-Europe Foundation (ASEF) |
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>11:30 – 12:30</td>
<td><strong>SDG12 in ASEM Countries – Overview of Practices</strong>&lt;br&gt;Ms Dora ALMASSY, Researcher, Central European University (CEU)&lt;br&gt;<strong>SDG12 Implementation in Lao PDR – National Experience</strong>&lt;br&gt;Mr Lukas MUELLER, Researcher, Freiburg University</td>
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<td><strong>Expert Commentators:</strong>&lt;br&gt;Mr Noer Adi WARDJO, President, Asia Pacific Roundtable of Sustainable Consumption and Production&lt;br&gt;Ms Sisavanh DIDARAVONG, Deputy Director General, Center for Development Research, Ministry of Planning and Investment; Lao PDR</td>
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<tr>
<td>12:30 – 13:30</td>
<td><strong>Lunch (provided)</strong></td>
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<tr>
<td>13:30 – 14:30</td>
<td><strong>Special Session with Aozora Foundation – Making Multistakeholder Partnership Work</strong>&lt;br&gt;The story of 1978 lawsuit over air pollution in Osaka’s Nishiyodogawa area ended in a March 1995 settlement in which the plaintiffs and nine defendant corporations agreed to work together to redevelop pollution-stricken areas. Pollution victims wished for a future with a blue sky, which they had hoped the lawsuit would achieve.&lt;br&gt;Mr Kimio YAMAGISHI &amp; Mr Toshiyuki UEDA</td>
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<tr>
<td>14:30 – 14:50</td>
<td><strong>Parallel Streams on SCP Introduction to the Session</strong>&lt;br&gt;Ms Grazyna PULAWSKA, Senior Project Manager, Sustainable Development &amp; Public Health Department, Asia-Europe Foundation (ASEF)&lt;br&gt;Ms Riko KIMOTO, Project Manager, Sustainable Development &amp; Public Health Department, Asia-Europe Foundation (ASEF)</td>
</tr>
<tr>
<td>14:50 – 17:15</td>
<td><strong>Parallel Streams on SCP Working Groups</strong>&lt;br&gt;<strong>Single-Use Plastic</strong>&lt;br&gt;Room: F205 and F206&lt;br&gt;<strong>Chair:</strong> Dr Anthony SF CHIU, Executive Secretary of Asia Pacific Roundtable of SCP&lt;br&gt;The Plastic Backlash – How to Cope with the Miracle that Became a Problem&lt;br&gt;Mr Gabriele LO MONACO, First Secretary, Delegation of the EU to Japan&lt;br&gt;Dr Yasuhiko HOTTA, Director, Sustainable Consumption and Production, Institute for Global Environmental Strategies (IGES), Japan&lt;br&gt;Ms Katarzyna DULKO-GASZYNA, Retail Sustainability Manager, IKEA Retail Poland&lt;br&gt;Mr Mitsuyuki UNNO, Executive Director, Nippon Foundation</td>
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<td><strong>Future of Food</strong>&lt;br&gt;Room: E206&lt;br&gt;<strong>Chair:</strong> Ms Riko KIMOTO, Project Manager, Sustainable Development &amp; Public Health Department, Asia-Europe Foundation (ASEF)&lt;br&gt;New Directions in Food Sustainability: The Food-Health-Sustainability Nexus&lt;br&gt;Dr ZHANG Dunfu, Professor, Sociology at the School of Sociology and Political Sciences, Shanghai University&lt;br&gt;Dr Norio OHMAGARI, Director, AMR Clinical Reference Centre&lt;br&gt;Mr Florian BERANEK, Lead Expert Societal Responsibility &amp; RBC, UNIDO Country Office Vietnam</td>
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<td>17:15 – 18:00</td>
<td><strong>Rapporteurs’ Presentation of Parallel Stream</strong></td>
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<td>18:00 – 18:30</td>
<td><strong>Conclusions</strong></td>
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<td>18:30 onwards</td>
<td><strong>Reception Dinner</strong>&lt;br&gt;Venue: Silk Room, Intercontinental Yokohama Grand, 1F</td>
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Day 2, Tuesday, 30 July 2019

Joint programme with IGES – ISAP conference

09:30 – 09:50
Room: F201-F204
Opening Ceremony

09:30 – 10:40
Room: F201-F204
Progress on SDGs in Asia & the Pacific
Mr Kazuhiko TAKEUCHI, President, IGES
Ms Armida Salsiah ALISJAHBANA, Executive Secretary of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)
Dr Ajay MATHUR, Director General, The Energy & Resources Institute (TERI) & Member of the Prime Minister’s Council on Climate Change
Dr Wijarn SIMACHAYA, Permanent Secretary of Ministry of Natural Resources and Environment, Thailand, President of Thai SCP Network

Moderator: Mr Hideyuki MORI, Executive Director, IGES

10:40 - 11:40
Room: F201-F204
IGES-ISAP Plenary Session 1
Towards SDGs Summit and Beyond: Leading Practices from Asia-Pacific
Mr Yuji KUROIWA, Governor, Kanagawa Prefectural Government
Mr Tokuya WADA, Director, Office of International Cooperation, Environment Management Bureau, Ministry of the Environment
Ms Sandra WU, Board member, United Nations Global Compact; Board member, Global Compact Network Japan & Chairperson and CEO, Kokusai Kogyo Co., Ltd., Director, Japan Asia Group Limited
Mr Mahadi CHE NGAH, Executive Director of Planning, Kuala Lumpur City Hall
Mr Yusuke AMANO, Senior Vice President, Japan International Cooperation Agency
Ms Bernadia Irawati TJANDRADEWI, Secretary General of the United Cities and Local Governments Asia Pacific (UCLG ASPAC)

Moderator: Mr Junichi FUJINO, Programme Director, City Taskforce, IGES

11:40 – 12:00
Break

12:00 – 13:30
Thematic Tracks

Room: F201-F204
Thematic Track 1
IGES-ISAP: Localisation of SDGs: Global Trends and Message to the UN Summit on SDGs

Room: F205
Thematic Track 2
IGES-ISAP: SDGs and Business: Leveraging Diversity Management to Implement the SDGs

Room: F206
Thematic Track 3
IGES-ISAP: Strengthening the Synergies between Waste, Climate and the SDGs

Room: Harbor Lounge B
Thematic Track 4

13:30 – 15:00
Lunch (individual arrangement)
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<th>Time</th>
<th>Event</th>
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<tr>
<td>15:00 – 16:30</td>
<td>IGES-ISAP Thematic Tracks</td>
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<tr>
<td>Room: F201-204</td>
<td>Thematic Track 5</td>
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<td>IGES-ISAP: Social Implementation of the Regional Circular and Ecological Sphere Initiative in Japan</td>
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<td>Room: F205</td>
<td>Thematic Track 6</td>
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<td>Room: F206</td>
<td>Thematic Track 7</td>
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<td>IGES-ISAP: Next Steps of Education for Sustainable Development for Achieving the SDGs</td>
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<td>16:30 – 17:00</td>
<td>Break</td>
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<tr>
<td>17:00 – 17:45</td>
<td>ISAP2019-ENVforum Joint Session: The Role of Consumers in Triggering Changes in Consumption &amp; Production</td>
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<tr>
<td>Room: F201-204</td>
<td><strong>Reporteurs’ Presentation of Parallel Streams Results</strong></td>
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<td><strong>Ms Grazyna PULAWSKA</strong>, Senior Project Manager, Asia-Europe Foundation (ASEF)</td>
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<td><strong>Dr Yasuhiko HOTTA</strong>, Director, Sustainable Consumption and Production, Institute for Global Environmental Strategies (IGES), Japan</td>
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<td><strong>Ms Riko KIMOTO</strong>, Project Manager, Sustainable Development &amp; Public Health Department, Asia-Europe Foundation (ASEF)</td>
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<td><strong>Dr Atsushi WATABE</strong>, Research Manager, Sustainable Consumption and Production, IGES</td>
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<td><strong>Experts’ Commentary</strong></td>
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<td><strong>Ms Dechen TSERING</strong>, Director, Asia and the Pacific Office, UNEP</td>
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<td><strong>Mr Lukáš POKORNÝ</strong>, Head of International Organisations Unit, Department of International Relations, Ministry of Environment of the Czech Republic</td>
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<td><strong>Moderator: Ms Grazyna PULAWSKA</strong>, Senior Project Manager, Asia-Europe Foundation (ASEF)</td>
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<tr>
<td>17:45 – 18:00</td>
<td>Asia-Europe Environment Forum (ENVforum) Closing Remarks</td>
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<td>Room: F201-204</td>
<td><strong>Mr SUN Xiangyang</strong>, Deputy Executive Director of Asia-Europe Foundation (ASEF)</td>
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<td><strong>Mr Hideyuki MORI</strong>, Executive Director, IGES</td>
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<td>18:30 – 20:00</td>
<td>Networking Dinner</td>
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<td>Venue: Pacific Room, Intercontinental Yokohama Grand, 3F</td>
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