



# **The Role of Cities in Sustainable Consumption: Making The Case for Local Action**

West Coast Climate Forum: [westcoastclimateforum.com](http://westcoastclimateforum.com)



The West Coast Climate and Materials Management Forum is an EPA-convened collaboration of state, local, and tribal government

- Develop ways to institutionalize sustainable materials management practices.
- Develop tools to help jurisdictions reduce the GHGs associated with materials



## Check out The Forum's Resources:

- [www.westcoastclimateforum.com](http://www.westcoastclimateforum.com)
- [Research Summaries](#)
- [Turnkey Materials Management Presentation](#)
- [Climate Action Toolkit](#)
- [Food: Too Good to Waste Toolkit](#)
- Climate Friendly Purchasing Toolkit (coming)



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# The Role of Cities in Sustainable Consumption: Making the Case for Local Action

## Moderator



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## Speakers



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- West Coast Climate Forum:  
[westcoastclimateforum.com](http://westcoastclimateforum.com)
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# The Role of Cities in Sustainable Consumption: Making the Case for Local Action



West Coast Forum on Climate and Materials  
Management

October 20, 2015

Babe O'Sullivan, Sustainability Liaison



# Overview

- What is sustainable consumption?
- Workshop: The Role of Cities in Advancing Sustainable Consumption
- The Eugene Memo





# Sustainable Consumption?





# The Consumption Problem

- Resource constraints
- Diminishing benefits
- Growing inequities
- Climate connection

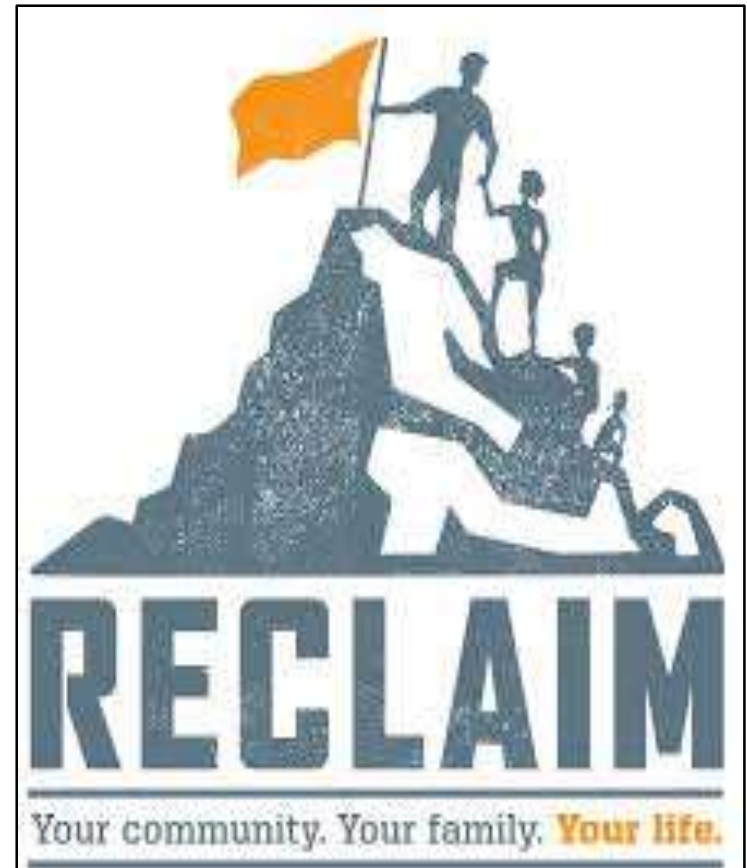


**I**  **SHOPPING**



# Signs of Change?

- Sharing economy
- Localism
- DIY economy
- Community wealth





# Making Consumption Sustainable

- Product design/production
- Equitable access
- New business models
- Sustainable prosperity



Improved systems of production,  
consumption and exchange



# The Workshop

The Role of Cities in Advancing Sustainable  
Consumption

Oct. 29- Nov. 1, 2014



urban sustainability  
directors network





# The Eugene Memo

USDN | *urban sustainability* director's network | SCORAI | one earth

## Eugene Memorandum: THE ROLE OF CITIES IN ADVANCING SUSTAINABLE CONSUMPTION

Urban Sustainability Directors Network, [usdn.org](http://usdn.org)  
Sustainable Consumption Research and Action Initiative, [scorai.org](http://scorai.org)  
One Earth, [oneearthweb.org](http://oneearthweb.org)

Cities in North America have an important role to play in building prosperity and well-being while promoting lifestyles compatible with the limits of natural systems. The consumption of materials and energy in high-income cities is a significant factor in driving climate change and resource depletion. Increasingly, government agencies, industry organizations, and experts in the research community are calling attention to the need both to consume less and consume differently. Cities can and should take action to make this possible.

In October 2014, members of the Urban Sustainability Directors Network (USDN), the Sustainable Consumption Research and Action Initiative (SCORAI), and other policy experts met in Eugene (Oregon, USA) to review relevant research and explore the actions that cities could take to promote sustainable consumption and well-being at the municipal scale.

Such a transformation requires a shift in cultural values and a redesign of urban economies and communities to reduce material and energy throughput while simultaneously improving the quality of life for all people. Advancing sustainable consumption at cities also entails supportive

systemic change at the national and global levels: these multi-level changes enable the fundamental shifts in culture and markets that make the transition possible.

We need such powerful ideas to open a new way of advancing urban sustainability. Participants in the workshop came away committed to delving more deeply into potential municipal governance strategies and to building a policy framework for new research and local action.

**Why?**  
Urban sustainability initiatives are typically grounded in the principles of resource efficiency, conservation, and stewardship, and we have all benefited from their successes. However, with the compounding social and ecological problems we face, we must assess conventional solutions and identify those promising innovations that can foster more fundamental change.

To begin, we acknowledge that an economic system dependent on continuous growth in material and energy consumption is fundamentally at odds with the very real limits of the natural systems available to support it.

There is solid scientific evidence that the world is in ecological overshoot. Estimates suggest that we are currently consuming the equivalent of 1.5 times the resources and

- Statement from participants
- Captures key issues and insights from workshop
- Framing the concept for local action:
  - The “why?”
  - Guiding principles
  - Next steps



# The Eugene Memo

## 1.

Development of clear and compelling framing and dialogue on sustainable consumption in their local context. This is essential to generate understanding and collective action among city leadership and community stakeholders and to explore how each partner can use the issue to address their priorities.

## 2.

Guidance on actionable programs and policies that have the greatest potential to advance more sustainable consumption patterns.



# Contact

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**USDN**

urban sustainability  
directors network

SCORAI

Sustainable Consumption Research and Action Initiative

GARFIELD FOUNDATION

# Framing



**Eugene Workshop – October 2014**  
**The Role of Cities in Advancing Sustainable Consumption**

# one earth

DES VILLES  
POUR TOUS

CITIES FOR  
PEOPLE

THE J.W. McCONNELL  
FAMILY FOUNDATION

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LA FONDATION DE LA  
FAMILLE J.W. McCONNELL



**Cara Pike**



SocialCapital  
STRATEGIES

# Framing Sustainable Production and Consumption



A Research Summary for One Earth  
October 2015



# Objectives

\* Understand views of sustainable production & consumption issues

\* Identify framing challenges/opportunities

## METHODOLOGY

23 Canadian/US polls

20 academic studies

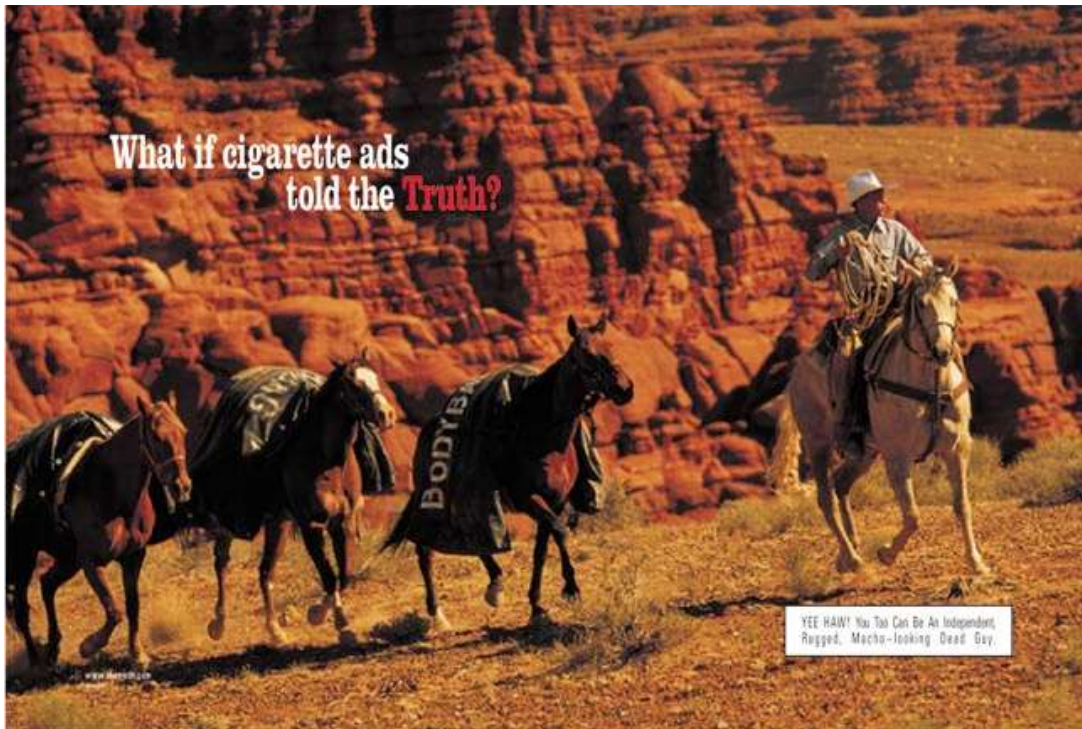
16 media stories

9 advisory board interviews



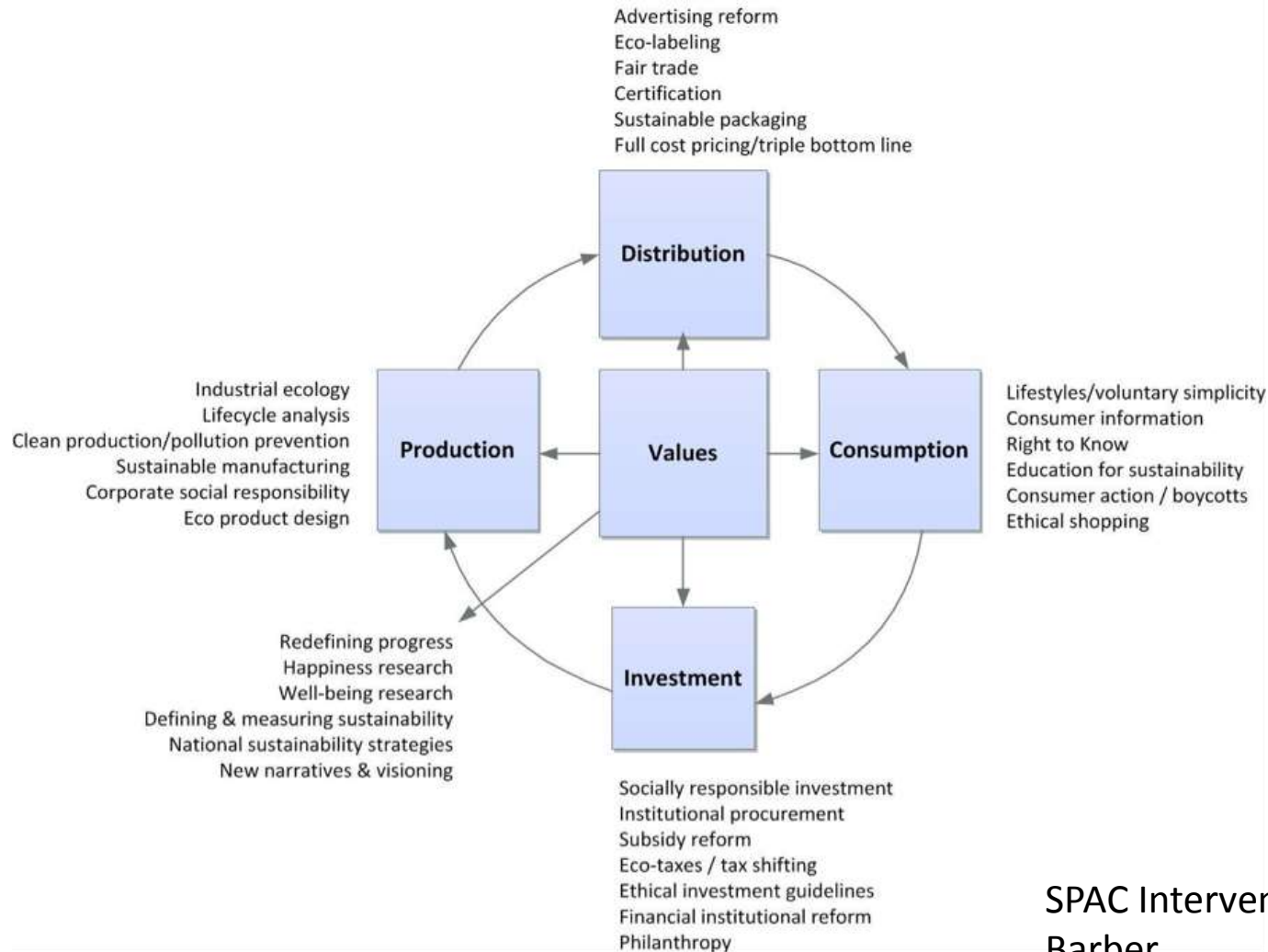


# ming Examples



# Evolution of the Field

## A proliferation of terminology

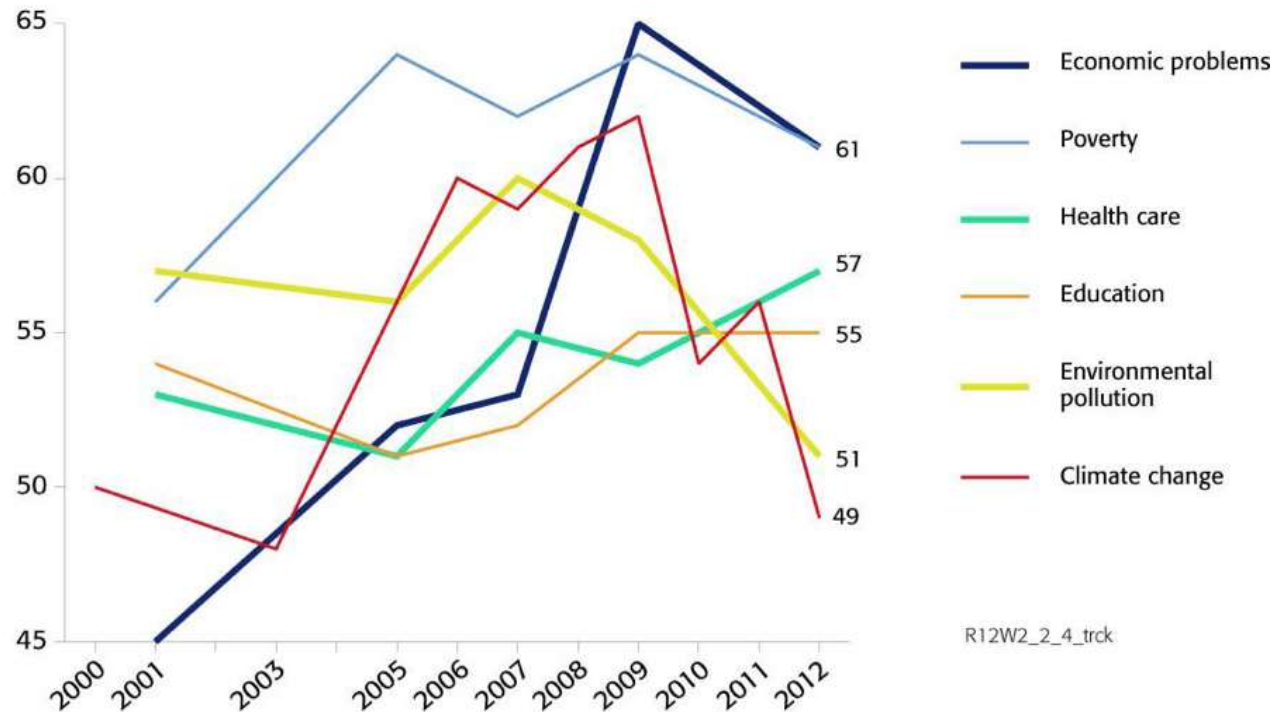


# The Need to Scale

Buying differently versus deeper shifts in consumption behaviors and values

## Seriousness of Issues

"Very Serious," Average of 14 Countries,\* 2000–2012



\*Includes Brazil, Canada, China, France, Germany, India, Indonesia, Kenya, Mexico, Nigeria, Spain, Turkey, UK, and USA

Greendex, 2013

# Going Beyond the Choir

Few deep greens

Main street  
opportunity

Youth



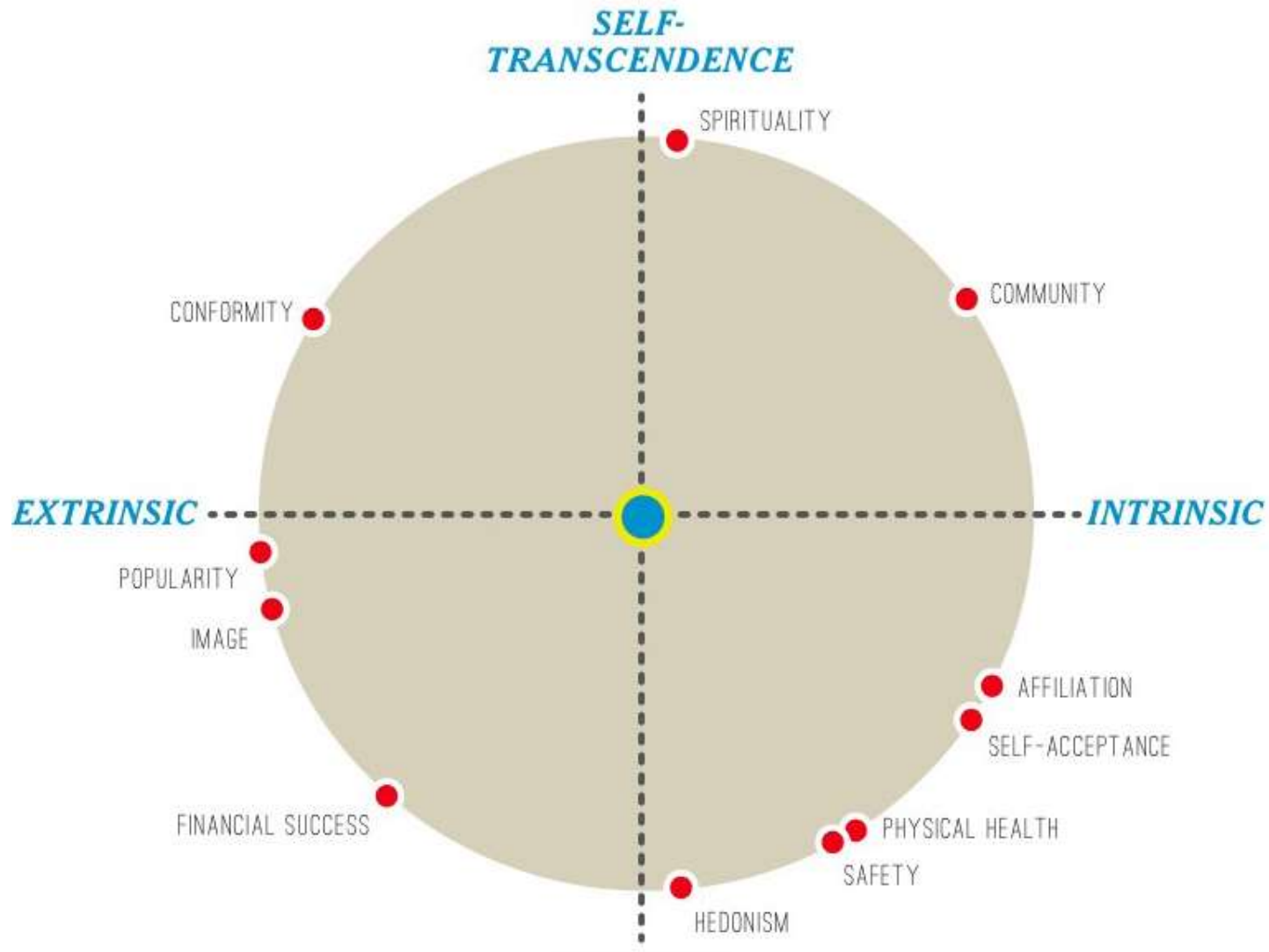




# The Curse of Consciousness

Guilt, stereotyping, social alienation

# Extrinsic vs. Intrinsic Values



(Tim Kasser, Ph.D., Professor & Chair of Psychology, Knox College, Illinois, USA)

# Intrinsic or Extrinsic Values?



Common values:  
Stewardship  
Innovation  
Ingenuity  
Health

# Concern for Consumption

“Our country would be better off if we all consumed less.”  
(Bowerman, 2012)

“The way we live creates too much waste.” (CNAD, 2014)

Pace/complexity of life

Interest in sharing

Life is about more than money



# Closing the Opportunity Gap



Increased financial  
insecurity for  
lower income  
Americans &  
Canadians

Decline in belief of  
efficacy of hard  
work with some  
segments

Housing burden

# Role of Government

Encourage citizens to live responsible lives

Promote liberty and freedoms

Increased pessimism, less so for municipalities yet still a change

Environmental polarization

# How Bold to Be?

Gap between NGO/Academic and municipal framing

Direct versus indirect communications about sustainable consumption and production





# Balancing **Ecology** with Health, Community, Equity Concerns

Tap concerns re: democracy, economic insecurity, pace/complexity of life, and health

Avoid overly technical terms, New-Age language and jargon that assumes understanding

De-emphasize guilt/sacrifice and promote innovation and opportunity