Cross-cutting Session 2

Q: What are the opportunities to be realized (and pitfalls to be avoided) in the immediate and medium terms towards these ends? How can international cooperation support?

A: **Emerging Opportunities**

A number of encouraging results with regard to actions aimed at enhancing individual and societal wellbeing, noting the four strategic directions of SCP policy:

- Consumption of experience matters more for the happiness of people over the long run.
- Measurement of society’s genuine wealth has become important for policymaking.
- Emerging trends encourage environmental policies and corporate actions such as the Paris Agreement and ESG investment.
- The concepts of circular economy and sustainable value chain have become widely recognized as important opportunities.
- Guidance on designing and tailoring information to promote behavioural shifts is evolving.
- Product design addressing people’s needs in their local context drives consumer markets.
- Digitization technologies have emerged as a powerful force for changing society.
- Sharing economy can be an entry point linking consumption and production.
- Urban planning and infrastructure development is crucial to people’s sustainable lifestyles.
- Implicit rules and customs influence people’s behaviors SCP-related indigenous/local wisdom such as “mottainai (regret for wastefulness)” and “sufficiency economy” already exist.
- Enhancing regional/local multi-stakeholder collaboration and partnerships is key to success.

**Recommendations**

SCP must be driven not only by environmental protection but also those that do not exploit local communities and indigenous rights and traditional occupations

- It needs to also treat innovative solutions like that are borne from community-based, local and indigenous systems and not only those that are hi-tech;
- Given global slowdown, the resurgence/recovery should prioritize workers who have been worse affected and move them towards sustainable production processes
- Rethink markets and consider people’s right to a healthy and sustainable lifestyle away from waste-generating patterns of consumption; for example, global agreement to end plastic pollution, addressing an upstream stage in place of downstream waste.
- Global agreement to end plastic pollution, addressing it’s upstream (produce less plastic) instead of downstream (waste).
• Hold big transnational corporations accountable under the “polluter pays” principle for all their environmental crimes;

• Encourage and demand political commitments from national governments, as well as consider rethinking themes that are long-term and have continuity; These commitments are necessary for forging a new normal.

• There is a dire need for continuous advocacy with the government to build recovery plans that will reverse current trends and change the consumption patterns.

• Mass investments in renewable technologies in terms of research and development from the government sector.

• Policy-based implementation viz. use of ethanol instead of petrol, reuse of cardboard or other packaging materials rather than throwing them away.

• Support and use of local resources and small-scale industries for mass production.

• Efforts to reduce the use of coal to be taken up on a priority basis.