

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.