
Using Product & Service Roadmaps to Tackle the Throwaway Culture

Consumers and Choice in a Throwaway Society
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SUMMARY

Intro – UK Policy & activities

Focus on priority Products and Services with biggest impacts

- Relevance to Consumer Durables

10 Product & Service Roadmaps

Sustainable Consumption & Production Solutions

Consumer Durables Examples

Links & Contact Details

UK SCP Policy

Changing Patterns: UK Government Framework for SCP (2003)



SCP incorporated in UK Sustainable Development Policy

- SCP is one of the four priority areas for action set out in the UK's Sustainable Development Strategy *Securing the Future* (March 2005)
- One of the five Defra strategic priorities
- *One Planet Economy – Chapter 3 UK Strategy for SCP*

Vision - a 'one planet economy'

Cleaner, innovative, more efficient **production** processes

Improved environmental performance of **products and services**

Shifts in **consumption patterns** - meeting needs, with lower environmental impacts

SCP Activities

10 Product & Service Roadmaps

- Sustainable Consumption Roundtable Report “I will if you will - towards sustainable consumption”
- Recommended 10 product roadmaps by 2008 for rapid change in priority high-impact products

Programmes:-

- Business Resource Efficiency & Waste Programme (BREW)
 - Market Transformation Programme (MTP)
- UK Government Business Task Force on SCP
 - (pre Advisory Committee on Products & the Environment (ACCPE))
- DTI Technology Programme
- Sustainable Procurement Task Force
- Direct Gov “Environment and Greener Living” web guide.....



SCP Activities

SCP Evidence Programme (2003 – to date)

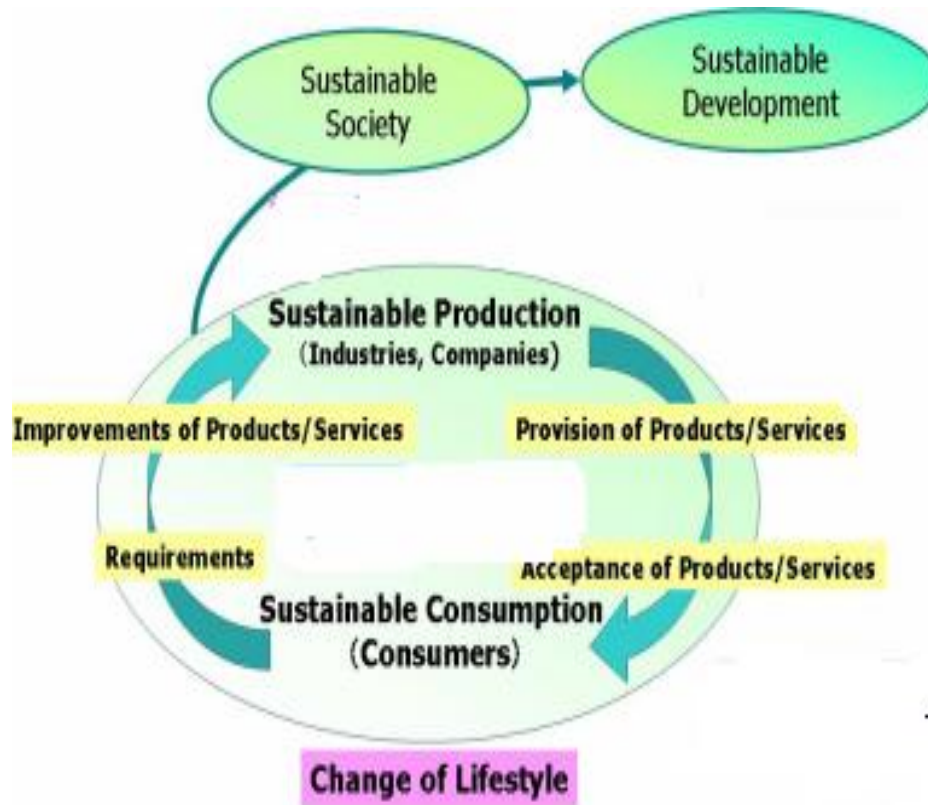
- Sound science inform effective SCP policies

Themes

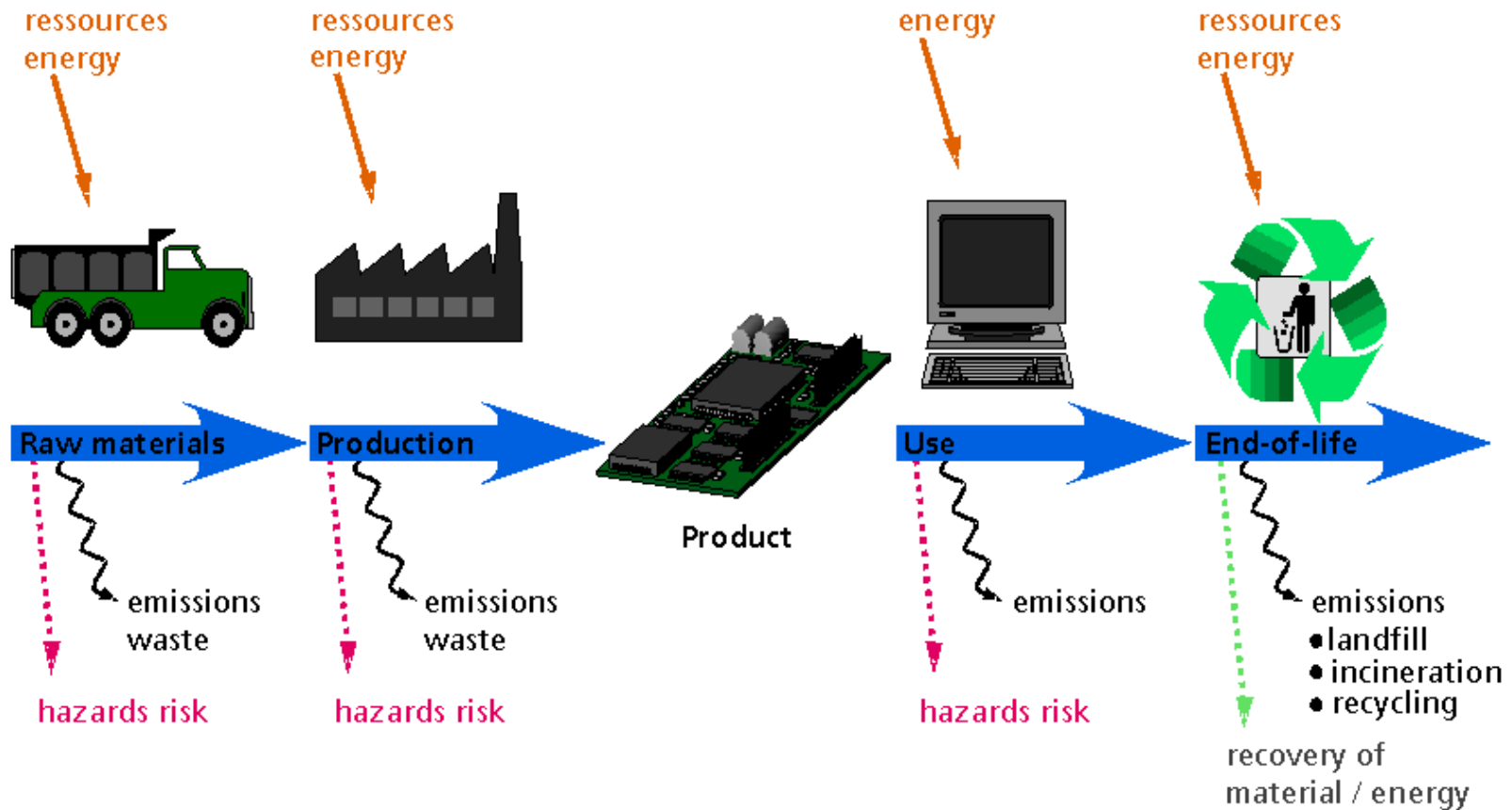
- Measuring Production & Consumption Impacts
- Product & Service Environmental Impacts
- Sustainable Consumption & Behaviour Change
- Business & Competitiveness
 - Support tools, technologies & innovation

SCP

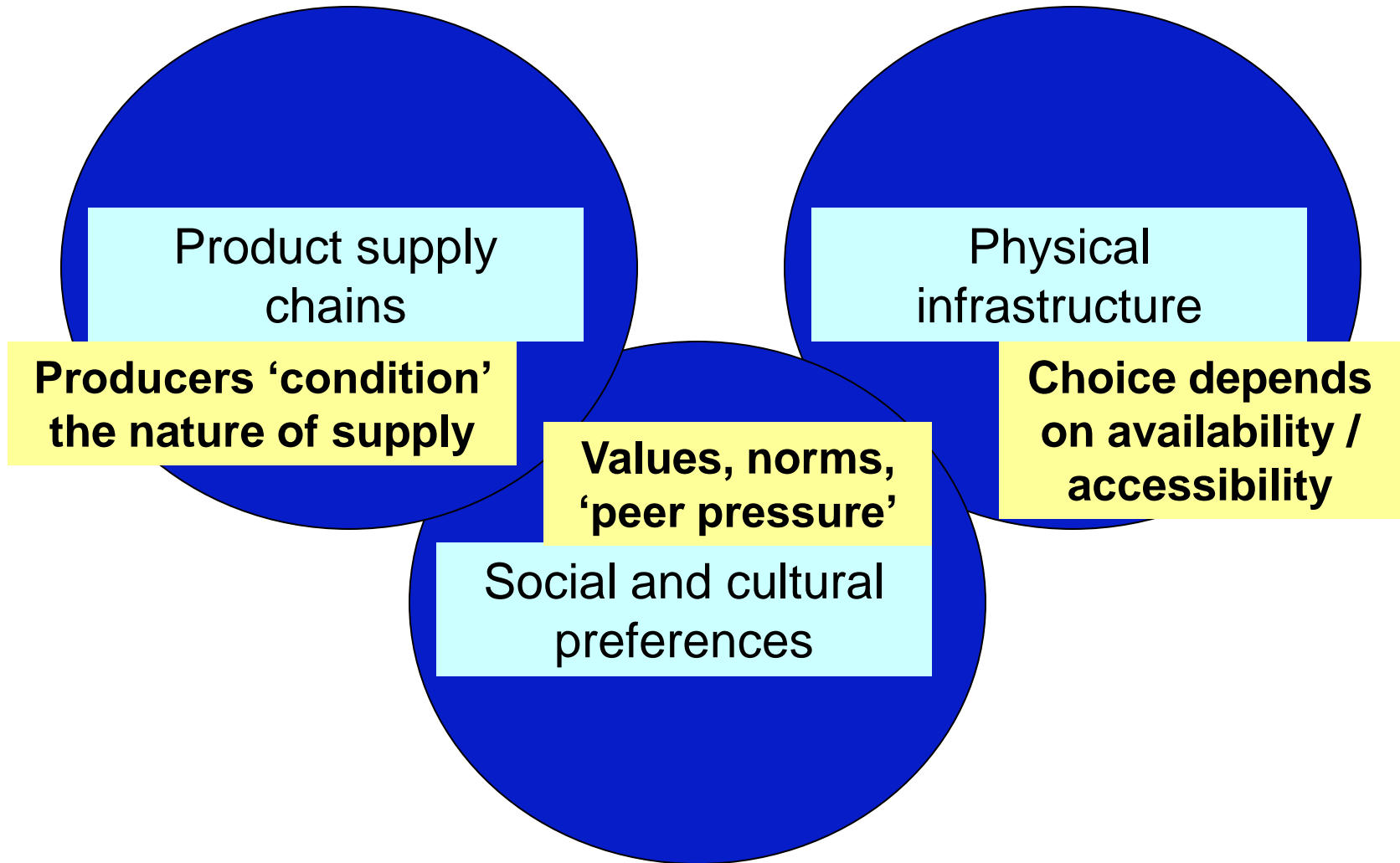
Supply



Environmental Impacts associated with entire PRODUCT "LIFE CYCLE"



'Drivers' of consumption patterns



An illustration of the problem ...

100g CO₂ / km



Product supply
chains

... innovate to
provide choice

400g CO₂ / km



Social and cultural
preferences

... influence
the choice

'Retail Parks'

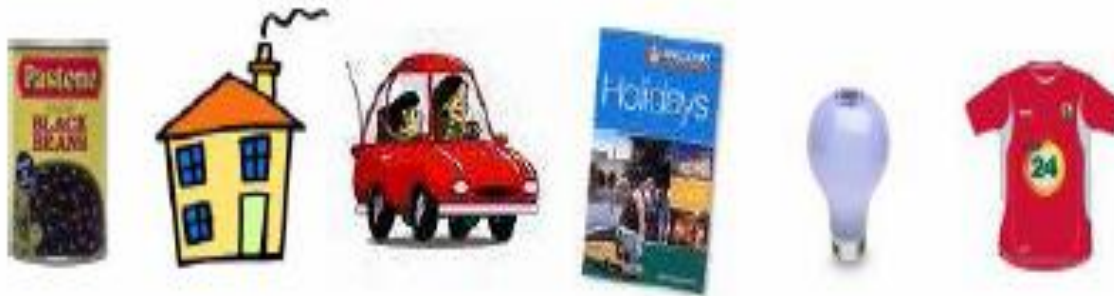


... dictate a 'need'
for private car

Global Supply Chains



EXAMPLES: Biggest Impact Products & Services

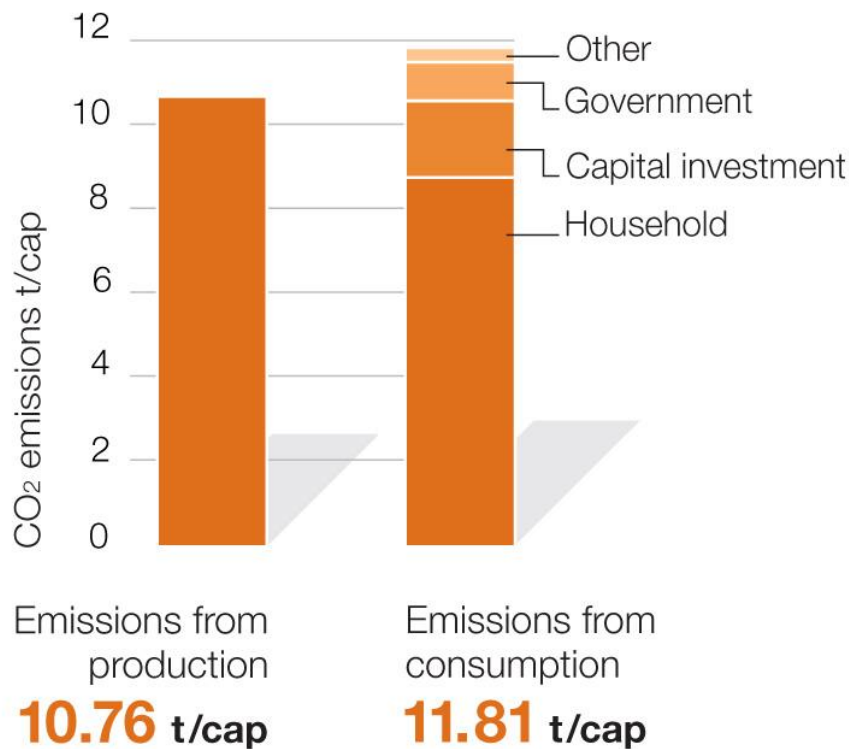


- Evidence – increasing consensus
 - (EIPRO, EEA, WWF, Carbon Trust, Counting Consumption...)

Food & Drink • Dairy (Milk) • Meat , Fish	Transport (e.g. cars, airplanes..)	Buildings (space & water heating & construction)	Energy Using Products
Recreation & Leisure / Tourism	Packaging	Clothing	Chemicals

UK Consumption

Fig 2 **CO₂ emissions from consumption and production**

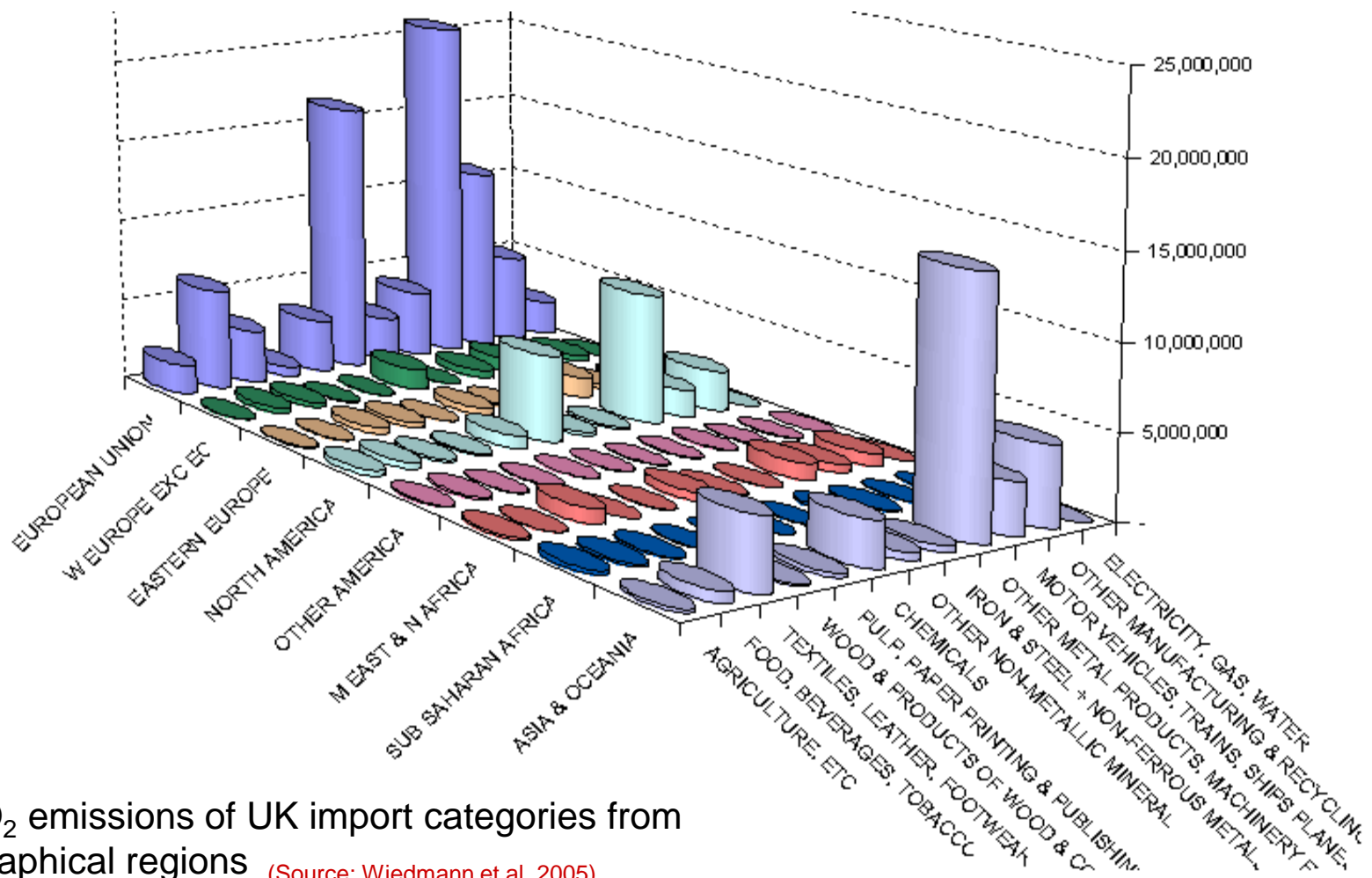


75% associated with Household Consumption

30% of household expenditure triggers 60% of emissions

Global Impacts

Products with global supply chains

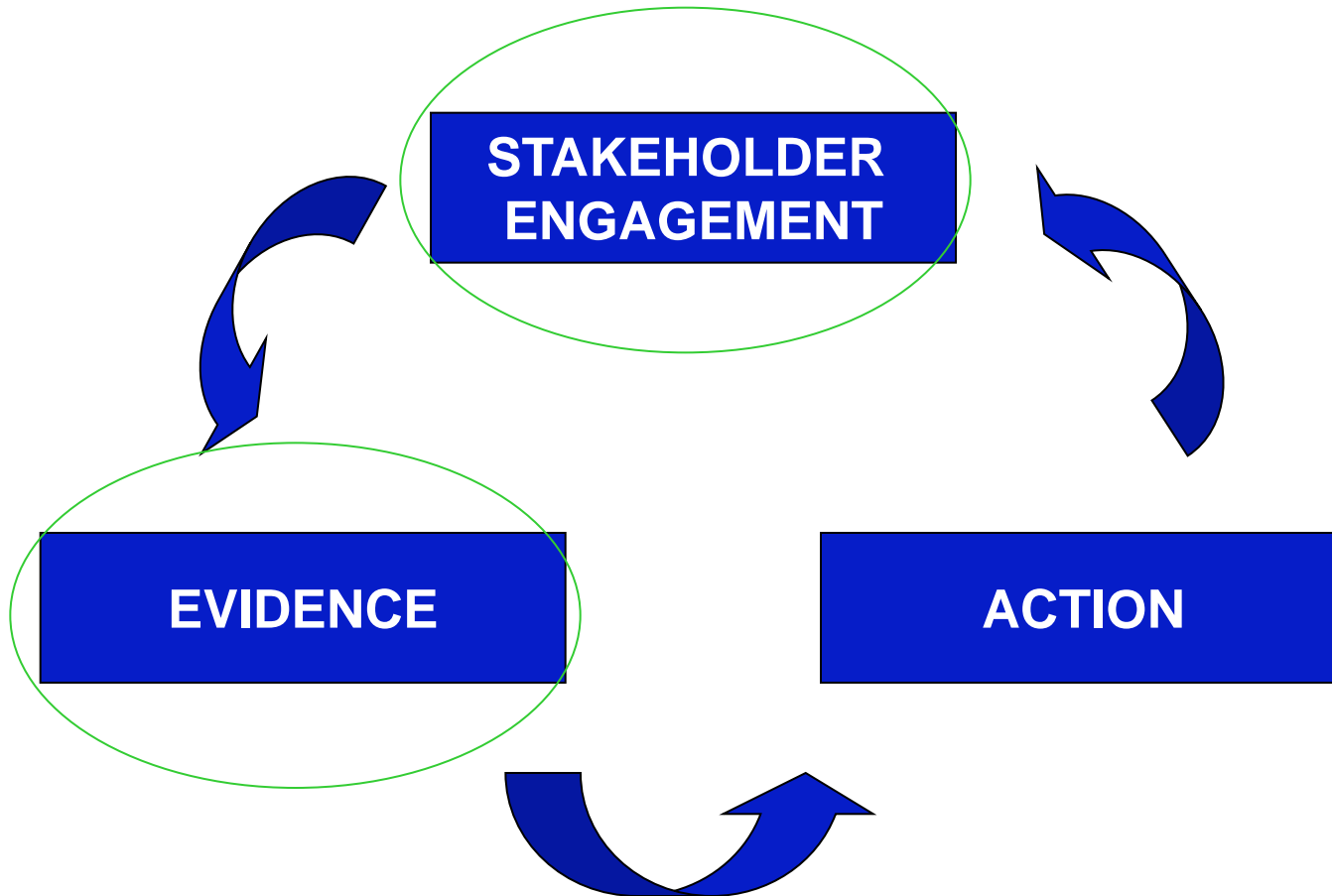


Embedded CO₂ emissions of UK import categories from different geographical regions (Source: Wiedmann et al, 2005)

DEFRA Product & Service Roadmaps (April 07)

PRIORITY AREA	PRODUCT OR SERVICE
Food	Milk
	Fish
Transport	Passenger cars
Energy Using Products	TVs
	Lighting
	Motors
Buildings	Window systems
	WCs
	Plasterboard
Clothing/Textiles	Clothing

Roadmap Process



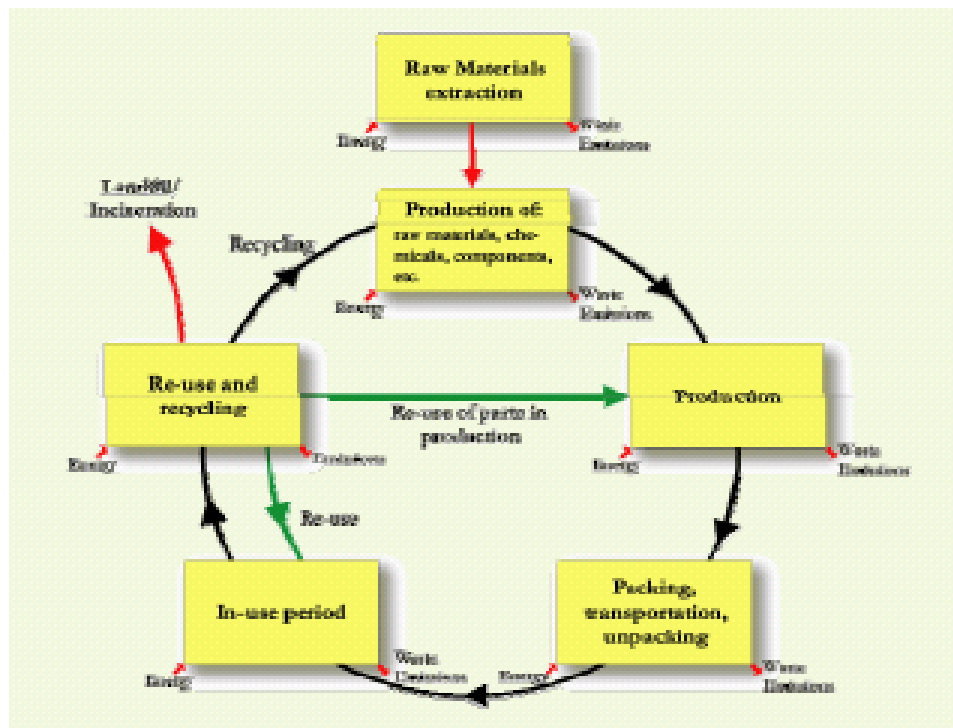
Product & Service Roadmaps

Life cycle approach

- Sustainability Impacts

Interventions

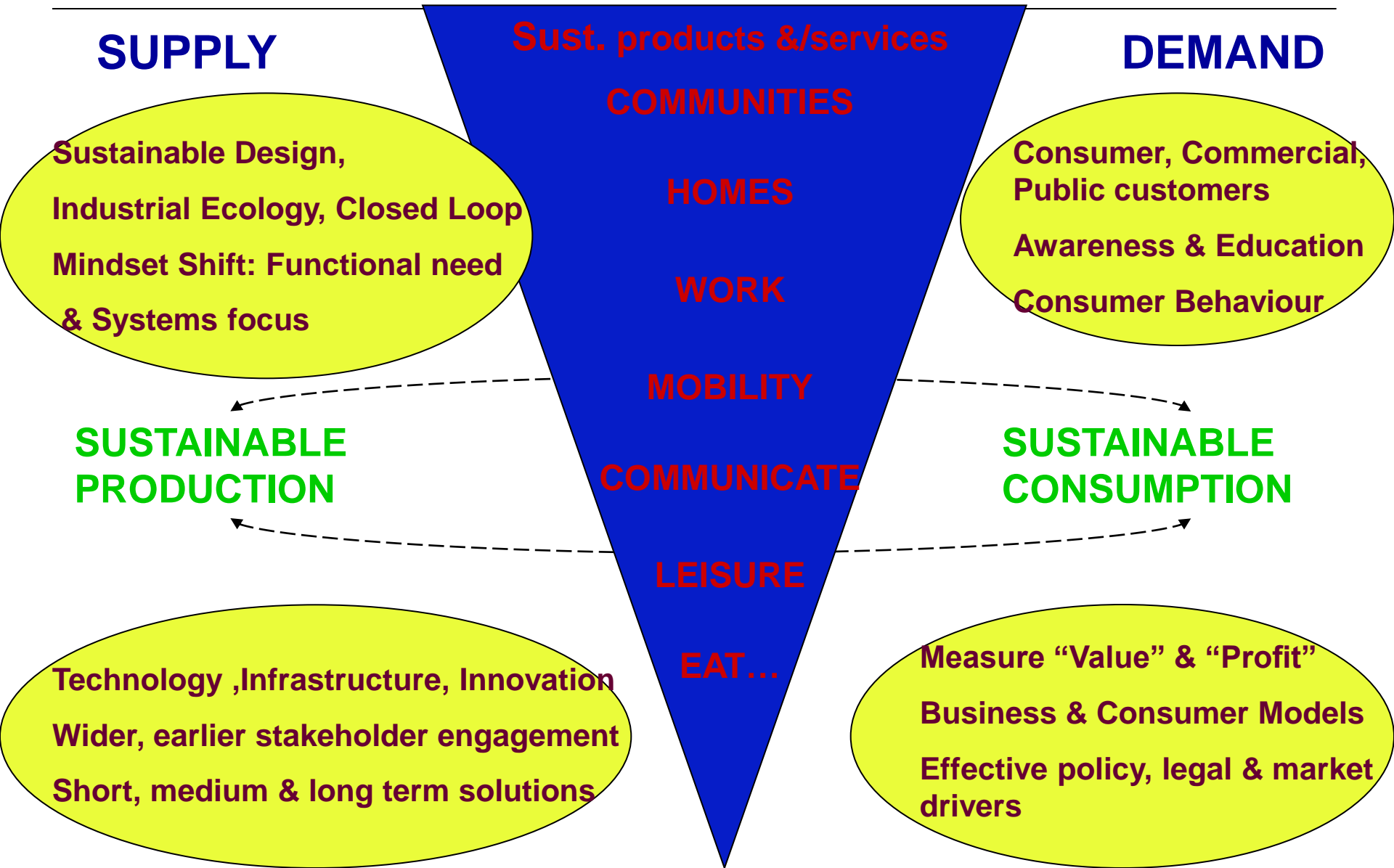
- Policy & Legal
- Market Instruments
- Innovation, Technology



Opportunities for Improving Sustainability Performance

- Short
- Medium
- Long

Solutions



Consumer Durables

Sustainable Design

Extended working life

patagonia



Delivery option (Product Service Systems)

Interface



Targets

- B2B
- B2C



LINKS

- **Defra SCP activities**
 - <http://www.defra.gov.uk/environment/business/scp/index.htm>
- **UK government Business Task Force on SCP**
 - <http://www.cpi.cam.ac.uk/scptaskforce/>
- **Market Transformation Programme**
 - <http://www.mtprog.com/>
- **Sustainable Procurement Task Force**
 - <http://www.sustainable-development.gov.uk/government/task-forces/procurement/index.htm>
- **Direct Gov Environment and Greener Living**
 - <http://www.direct.gov.uk/en/Environmentandgreenerliving/index.htm>