



10YFP Flagship Project Development Workshop ¹

15 and 16 July, 2015, Bagnolet, Paris, France

Synthesis Report

OBJECTIVES OF THE WORKSHOP

At the United Nations Conference on Sustainable Development (Rio+20) in 2012, Heads of States adopted the 10-Year Framework of Programmes (10YFP) on Sustainable Consumption and Production (SCP) Patterns, reaffirming that SCP is one of the overarching objectives of, and essential requirements for, sustainable development.

The 10YFP is a global framework for action to enhance international cooperation and advance the implementation of SCP in all countries and regions. It generates collective impact through multi-stakeholder programmes and partnerships, which develop and scale up SCP policies and initiatives at all levels, fostering knowledge and experience sharing, and facilitating access to technical and financial resources for developing countries. The 1st Global Meeting of the 10YFP was held in May 2015 and, as an action, called for a dedicated space for networking and inter-linking between the 10YFP's Programmes. The "10YFP Flagship Project Development Workshop" in July 2015 was, in part, a response to that call. By July 15th, five Programmes of the 10YFP had been launched; and a sixth one was in the process of development and scheduled for launch in October 2015.

The objectives of the 10YFP Flagship Project Development workshop were:

- Primarily, to **significantly advance** the process of developing large-scale projects in the context of the 10YFP Programmes, some becoming flagship projects, which also help to advertise and promote the 10YFP and which will contribute to the implementation of the Post 2015 Development Agenda.
- To **bring together** Programme leads, some multi-advisory committee (MAC) members and partners from the five Programmes that have launched; establish and support individual "project consortia" in the task of developing these project concepts; and help forge transversal linkages and projects across the 10YFP Programmes.

The **outputs** identified were:

- Development or furthering of large-scale project concepts, including some which develop transversal linkages between 10YFP Programmes, by the project consortia. Concepts to be ready to share with potential donors, by the end of October 2015, with the possibility of taking forward two flagship projects per programme in a first wave of such large-scale projects.
- For each project concept to make an initial identification of potential donors.

The workshop was co-hosted by the 10YFP Secretariat and WRAP. The 10YFP Secretariat coordinated with and guided Programme leads and coordination desks in the preparation of first drafts of project concepts, while WRAP provided technical support in this start-up phase, secured and set-up the workshop venue and contracted the facilitation support for the workshop.

¹ The [final agenda](#) and the [list of participants](#) are now available.



SYNTHESIS REPORT

This synthesis report highlights the main observations, exchanges, recommendations and action points identified over the two days of the 10YFP Flagship Project Development workshop. The report is organized around the key discussion sessions, highlighting key discussion and action points.

Opening remarks

The Acting Head of the 10YFP Secretariat welcomed participants and thanked them for taking the time to attend the workshop. He introduced the objectives, mindset and process for the workshop and its follow-up, as well as the role of the Secretariat and WRAP, set out in a note circulated prior to the workshop. In particular, he emphasized that this was a **key moment to create and seize opportunities and momentum in the 10YFP to support the shift to Sustainable Consumption and Production (SCP) patterns**. Governments and other stakeholders at the 10YFP Global Meeting in May in New York recognized SCP as *‘the tool for achieving Sustainable Development’*² and the 10YFP *‘as an implementation mechanism for the Sustainable Development Goals’*³. The proposed SDG 12 is dedicated to “ensuring SCP patterns” with the implementation of the 10YFP as its first target. SCP-related targets appear in at least 12 of the other SDGs. The contribution of the shift to SCP patterns to poverty alleviation, addressing climate change, productivity, development and shared prosperity are becoming clearer to a wider audience.

Thus the 10YFP Secretariat anticipated that the **Post 2015 Development Agenda** (to be approved at the United Nations Summit this September and launched in January 2016) **would mark the start of a new era of funding for SCP-related projects and initiatives**. A wide range of funding sources, both public and private, should become available - but **there is still a lot of work to do**. The call was made for the 10YFP to move out of its sectoral and thematic silos, collaborate more openly, and build value propositions to deliver on a larger scale which **included close, joint project design and fundraising**. This should enable a move from isolated impact to **collective impact at the scale required for the task**. The 10YFP Programmes could serve as effective “incubators” for multi-stakeholder, multi-disciplinary SCP projects, with the force of a Rio+20 mandate behind them.

The Acting Head of the 10YFP Secretariat quoted from “Collective Impact” (Kania and Kramer (2011), a paper that was circulated prior to the meeting: *“Most funders faced with the task of choosing a few grantees from many applicants, try to ascertain which organizations make the greatest contribution towards solving a social problem”*⁴. Shifting from isolated to collective impact was not only a matter of collaboration – it required a systematic approach that focuses on the relationship between organizations and the progress towards common shared objectives.

The **10YFP Programmes have already assembled broad “teams” for collective impact** –the combination of skills and expertise and diverse stakeholders that was represented in the room made that

² Direct quote from the Vice Chair of the 10YFP Board (Mexico): Synthesis report 1st Global Meeting of the 10YFP

³ SDGs Synthesis report 1st Global Meeting of the 10YFP

⁴ J. Kania & M. Kramer, Collective Impact, Stanford Social Innovation Review 2011



clear. However, participants also needed to be clearly engaged by and committed to this shared mandate, with a common goal, **firmly embedded across the UN system.**

The Acting Head of the 10YFP Secretariat emphasized the essential need to engage the **private sector**, in particular **SMEs**, for an effective 10YFP. Participants were encouraged to reflect this in their proposals and generally in the Programmes.

He continued by specifying that the initiatives that are to be developed will be **tailored to regional and national needs and priorities**, which is where the 10YFP Secretariat could play a role in supporting the development of flagship projects. While the Secretariat fully respected the autonomy of the Programmes in conceptualizing large-scale, flagship projects, they asked that programme and project leads be ready to link and adjust these projects as necessary, in collaboration with regional and national partners, only some of whom were present in the room. The Secretariat asked Programmes and projects to consider and help them **identify additional key and often small actors** (at all geographic levels) who could not be at the workshop, and **engage them in flagship project design and the 10YFP more widely**. The Acting Head of the 10YFP Secretariat said that tapping into **personal and institutional networks** of MAC members, programme partners and project consortia members would be vital for the delivery of collective impact on the ground.

He finished by stating that he hoped that the workshop would help forge a **long-term commitment to the 10YFP**, from as many people as possible. He welcomed participants to the workshop and thanked WRAP for their assistance in its organization.

The Special Advisor of Product Sustainability at WRAP welcomed the 10YFP Programmes and potential flagship projects as a major step towards policy development and on-the-ground SCP implementation. He looked forward to a successful workshop and to opportunities to collaborate across Programmes and projects in a way that would minimize duplication and maximize collective impact.

In the discussion following the opening remarks, a number of questions were raised about the role of business and other potential partners, the timescales for developing flagship projects, the degree to which the Programmes and projects could deliver 'collective impact', issues around identifying, approaching and securing donors, and the involvement of other UN, regional and national agencies. The Acting Head of the 10YFP Secretariat responded recognizing that there was a lot of work still to be done, for example, in involving business and translating the Programmes and projects into language that could be understood outside the specialist SCP community. The same was true for attracting donors as these needed to understand more clearly the project objectives, activities and outcomes, linkages and the in-country delivery benefits from projects. The 10YFP provides the common agenda on which the projects and Programmes should seek 'collective impact', but the Programmes and projects will need to work together in a spirit of trust and openness. The timescales for project development are demanding and driven by the scheduled launch of the post-2015 Development Agenda in January 2016. It was understood that not all flagship projects could be fully developed by October 2015, so it is likely that further waves of large-scale or flagship projects will be launched in the future.



Introduction to projects

Concept notes for seventeen potential projects were circulated prior to the workshop. Each project gave a brief summary presentation. Projects were grouped and presented by Programme. The headline details of the projects are summarized below:

Sustainable Public Procurement (SPP)

1. **Sustainable Public Procurement, ecolabelling and environmental claims as a policy instruments to increase SMEs' competitiveness in Central America and the Dominican Republic** - Promote SPP as a policy instrument that can raise the competitiveness of SMEs; complement the policies implemented on SPP by deploying an ecolabelling scheme focused on products of interest to the public buyers and that are provided by SMEs; and strengthen the capacity of public officers in identifying and utilising the linkages between ecolabelling and procurement.
2. **Design4SPP** - Increase the capacities and willingness of cities to procure the best available products and services in sectors with high energy consumption and CO₂ emission reduction potential.
3. **Global Program for Benchmarking SPP** - Develop a pilot global program for benchmarking sustainable public procurement that includes: 1) principles; 2) guidance; 3) metrics; and 4) training. Each component would incorporate prior work by the Sustainable Purchasing Leadership Council (SPLC) and others, with a particular emphasis on initiatives cited as leading and innovative in UNEP's recent Global Review SPP policies and practices.
4. **Aligning public and private procurement to scale sustainability impacts** - Align sustainability criteria for public and private sector for various categories of spend. Measurably improve the practices of key global procurement categories to educate thousands of public and private procurement professionals on how to implement sustainable procurement in a way that is meaningful to them and their specific sector or role.

In discussion, questions were asked about involving different partners, the potential for integrating three of the projects into one and the contribution SPP could make to other projects and Programmes. The project leads confirmed their intention to engage further partners and hoped to be able to influence the way products were procured both in the private and public sector. It was acknowledged that there was scope for integrating the four projects.

Sustainable Tourism, including eco-tourism

5. **Sustainable Food: Sustainable Tourism**; work with hotels to develop sustainable value chains and menus - Reduce GHG impact from food in the hotel sector (reduce by 20% food waste and costs; improve by 20% resource efficiency) and engage tourists.
6. **iJuntos por el cambio! – Together for change!** - Increase SCP in tourism in Latin America, including supporting policies and governance.
7. **Closing the gap in sustainable consumption and production between tourism and conservation in Southern Africa** - Bring conservation and tourism experts and authorities into a professional



dialogue and pilot joint initiatives that maximize local livelihood benefits for communities in and around protected areas (PAs)

8. **Mainstreaming Sustainable Production and Consumption in the Tourism Sector around Heritage and Protected Areas in Vietnam** - Establish a sustainable tourism value chain in and around protected and heritage areas in Vietnam, decoupling economic growth from environmental degradation and contributing to poverty reduction.
9. **Visitor and tourism monitoring in protected areas (PAs)** - feasibility study and pilots on proof of principle – Promote the formulation of policies for enhancing management at protected area destinations and advance measurement of the economic value of PA tourism and the integration of SCP at PA destinations.

In discussion, questions and comments were made about the scope for mentoring and working with consumers to establish a baseline to measure progress and identify hotspots, the need to work on both the demand and supply side and the importance of tourism in achieving environmental and sustainable goals. The project leads acknowledged these issues and sought to work on both the demand and supply side. In the past, industry and governments had supported projects because of the economic advantages. Projects needed to work with smaller businesses and consumers to enhance their impact particularly in newer areas of tourism.

Consumer Information Programme (CIP)

10. **Better by Design** – Develop and promote sustainable products and services, business models and lifestyles - work with at least 20 major national and international retailers and their value chains to provide a practical framework and workflow to improve the sustainability performance of their consumer products and services including how they are provided to, sold and advertised responsibly to consumers, to facilitate more sustainable consumption patterns and lifestyles. A policy component is also included to work with beneficiary countries to develop the policy and strategy framework conditions to support and encourage action in the private sector. Co-led by WRAP and Thema 1 with core partners including TSC, WWF, WRF, BSR and SEI.
11. **The role of science and technology in consumer information** - Mainstream SCP in the consumer goods sector by enabling better comparison through standardized key performance indicators (KPIs) and sustainability information using GS1 standards as basis, for retailers and brand owners as well as consumers. Led by GS1 with support from TSC, WRAP and ITC.
12. **Integrating sustainability into the product sourcing decisions of retailers and brand-owners** - Develop a globally harmonized sustainability measurement and reporting system for use by all companies involved in global consumer goods supply chains building on the existing framework of The Sustainability Consortium and integrating work of WRAP, ITC and UNEP/SETAC. The resulting integrated system would support sustainable sourcing decisions by retailers and therefore provide incentives for continuous improvement in sustainability across the full supply chain.



In discussion, questions and points were raised about the potential for these projects to be integrated together and to provide input and the opportunity for collaboration with other projects. Together with the SPP projects there was scope for providing support to projects across the Programmes.

Sustainable Buildings and Construction (SBC)

13. **Built environment curricula: responding to climate change** - develop a methodology for understanding and guiding change in tertiary and vocational programs that educate built environment professionals for designing and building low carbon cities.

In discussion, it was noted that this project and the Programme were at a very early stage of development. The team were seeking opportunities to work across different Programmes and projects and it was hoped that actors in other programmes and projects would become involved in the development of the Programme and its projects. Finland, as lead of the SBC programme, invited leads and co-leads of other programmes to attend the first MAC meeting of the SBC programme in September 2015.

Sustainable lifestyles and education (SLE)

14. **Research Consortium on Sustainable Lifestyles** - Address the access to and use of available knowledge and research on transforming current and future generations' lifestyles; address the critical research questions and knowledge needs for understanding and promoting transitions to sustainable lifestyles.
15. **Transitioning cities to sustainable lifestyles through leadership, innovation and education** - Tap the potential of cities to become arenas for sustainable lifestyles, helping business, citizens, finance actors and governments to collaborate work together.
16. **TRANSFORM**: Education for sustainable lifestyles - the development of educational policies, the building of capacity teachers and the activation of students around the globe, to enable them to make choices leading to increased well-being and prosperity for all within the natural boundaries of one planet.
17. **Igniting Business Investments in Sustainable lifestyles (IBIS)** - Match supply and demand for financial resources for investments in products and services that contribute to sustainable lifestyles (SL), through an online direct investment platform, linking investment opportunities into resource-efficient businesses (SMEs) with relevant investors, a training program and capacity-building services

In discussion, questions were asked and points were made that all the projects were seeking to influence behaviour and increase knowledge – challenges in themselves but also a challenge in terms of identifying a 'common agenda'. There was also a need to think and act globally and locally. The importance of involving SMEs was emphasized.



Programme level discussions of Flagship Projects

In the next session, the Programme leads and co-leads met with the leaders of the projects for which they were the lead Programme (as identified in the discussion above). The 10YFP Secretariat introduced the objectives of the Programme level discussions which were to:

- Review project concept notes most relevant to each 10YFP Programme. They were asked to prioritize the integration of the demand side as, at present, this is a supply driven process and ensure a targeted response to this demand;
- Determine the impacts for the Programme(s) of the projects, which might be merged and where there were interlinkages between them and with other Programmes and projects in other Programmes;
- Discuss funding and investment including potential donors / funders and funding mechanisms ;
- Discuss potential locations for project delivery; and
- Identify and note linkages to other 10YFP Programmes, SDGs and to policy making and decision makers in the private sector / civil society.

This session was originally scheduled to last until the end of day 1, July 15; however participants asked for more time for these discussions and the agenda for day 2 was amended to allow for this. In order to maximise the benefit of the sessions, the 10YFP Secretariat gave a presentation on the funding mechanisms document and the database that was being developed in order to help 10YFP flagship project consortia and the participants were advised to use the projects criteria document as a checklist in discussions.

Between the Programme discussions and the final feedback there was an opportunity for project leads to talk to other Programme and to explore transversal links between the projects.

Final feedback from Programmes

Consumer Information Programme

Consumers International, representing the co-leads of the Consumer Information Programme, reported on the discussions and recommendations. The group proposed to merge the “Integrating sustainability into product sourcing decision of retailer” (aka TSC project) and “The role of science and technology in consumer information” (aka GS1 project) projects. Better by design would focus on the sustainable design of products and services, business models, and sustainability leadership in advertising. A joint coordination/organizing committee would be set up to cover the governance of both flagship projects and to ensure the flow of mutually beneficial knowledge and information. Both projects would be drawing upon the same data, hotspots analysis evidence, networks, etc.; and there was a need to make sure the two projects work together, are disseminated together and there is communication between the two.

A number of linkages had been drawn with other projects including between the TSC / GS1 and SPP projects; and between Better by Design and the sustainable lifestyles projects. It was intended to begin the projects with a focus on the food and beverage and electrical and electronic sectors, and there were obvious linkages with the new Sustainable Food Systems Programme.



Donors had been discussed: there was a pool of retailers already on board and seed funding would be sought from the public sector / private foundations.

Sustainable Tourism

The Moroccan Ministry of Tourism, representing the co-leads of the Programme, reported on discussions. The five concept notes presented two projects with a global approach (projects 1 and 5); two projects with regional approach (project 2 for LAC and 3 for SADC); and one project with national approach (project 4 for Vietnam). It was agreed that the first wave of projects would cover one thematic project, one project with regional approach and one project with a national approach and therefore include: the project on sustainable food, the project on tourism and conservation in Southern Africa, and the project on mainstreaming SCP in tourism in Vietnam.

The projects had found linkages with the SFS Programme, and possibly with the Consumer Information Programme.

Sustainable Public Procurement

The representative from the Sustainable Purchasing Leadership Council presented the recommendations from the group. He said that they had decided to combine elements from all of the projects into one project. Its tentative name was 'Leveraging public and private procurement for the SDGs'. The project targeted an opportunity for public and private procurement to shape future markets. The aim was to attract the existing actors (those that influence the market) and engage them in supporting a global coordinating hub which focused on best practices on sustainable procurement. Sustainable procurement practices could then be adapted at local level and managed through regional support hubs to cater for regional priorities. It was believed that regional is the right scale to break this up into (Asia, North America, Middle East, South Asia, and Africa). In this way, it was possible for a large organization in any region in the world to have access to best practices on procurement, through knowledge sharing. Linkages to other Programmes had been identified in this area.

It was acknowledged that the proposal needed strengthening from a policy perspective.

The next steps involved developing a consensus document, and a draft one-page and six-page overview by the end of July. The longer paper would identify policy barriers which needed to be addressed. It was possible that two different versions of the longer paper would emerge for discussion.

It was thought that potential donors and beneficiaries could be the development banks.

Sustainable Lifestyles and Education

WWF, representing the Programme co-leads, introduced the recommendations of the group. After much discussion, two projects were proposed for the first wave: 1) IBIS business 2) Sustainable Cities; and for the second wave there was discussion about possibility of merging the TRANSFORM and research projects.



It was stated that the group hoped that the second wave would follow quickly from the first. Questions were also raised about what is the substance of sustainable lifestyles, which would require different sets of donors from ones identified by the Secretariat.

Sustainable Building and Construction

RMIT, representing the Programme co-leads, reported that there had not yet been much engagement with the MAC members. There was scope to take forward the existing project, and that there were a number of donor agencies and partners already interested and further developments would be discussed with the MAC.

Summary – “1st wave” project proposals

The nine revised and/or merged project proposals identified by the groups for the "1st wave" were as follows:

1. One overall SPP project focusing on procurement and identification of low carbon goods and services
2. Better by Design with a focus on food and beverage and electrical and electronic products
3. Integrating sustainability into the product sourcing decisions of retailers and brand-owners (merging with the role of science and technology project) with a focus on food and beverage and electrical and electronic projects
4. Sustainable Food: Sustainable Tourism, working with hotels to develop sustainable value chains and menus (global scope)
5. Closing the gap in sustainable consumption and production between tourism and conservation in Southern Africa (regional scope)
6. Mainstreaming Sustainable Production and Consumption in the Tourism Sector around Heritage and Protected Areas in Vietnam (national scope)
7. Built environment curricula: responding to climate change
8. Transitioning Cities to sustainable lifestyles through leadership, innovation and education
9. IBIS - Igniting Business Investments in Sustainable Lifestyles

Wrap up, actions and close

The 10YFP Secretariat wrapped up the discussion and the workshop by thanking participants for all their hard work and setting out the next steps and timetable:

- **The 10YFP Secretariat/WRAP** to prepare and send a draft synthesis report on the workshop (*week commencing 3rd August 2015*), for information and inputs (if any);



- **Programme Leads/co-leads** to consult further with programmes' partners (co-leads, MAC members and partners) to ensure the proposal development is an inclusive process;
- **The 10YFP Secretariat** to set up [Dropbox folders](#) to allow for efficient sharing of projects-related and background documents (DONE);
- **The 10YFP Secretariat** to improve Flagship project templates and share with the group *in the 3rd week of August*;
- **Project consortia** to revise concept notes as per the outcomes of the workshop, taking into account potential financial mechanisms and identifying potential donors (*as per updated inventory sent on 28th July 2015*) and to send to 10YFP Secretariat *by September 4th 2015*
 - these should be 6 pages long to 8 pages maximum;
 - give consideration to targeting funding that could be received within one year, so that projects could be in delivery when the 10YFP mid-term review takes place in 2 years time; and
 - give consideration to potential partners to engage at regional and national level in project design and implementation, and the means to do so
- **The 10YFP Secretariat** to share these revised concept notes with the regions, 10YFP National Focal Points as well as Stakeholder Focal Points, during the second week in September, for consultation with the objective of aligning the flagship projects with regional and national needs / priorities, as well as for engagement of stakeholders on the ground, including at country level.
- **The 10YFP Secretariat** to organise webinars with National and Stakeholder Focal Points during September 2015 - the objective will be to give the projects' leads the opportunity to present their project proposal and for the NFPs and SFPs to provide initial inputs, express specific needs and/or interest in becoming partner.
- **The 10YFP Secretariat** to continue the research on financing mechanisms with contribution of ideas from **project consortia**; and
- **The 10YFP Secretariat** to continue to provide guidance and technical support in project concept development, including on contacts with relevant partners and networks, such RECPnet, and by ensuring sharing of MAC meeting timetables and agendas between programmes.

In response to suggestions from participants, it was proposed that:

- **Programme Leads/co-leads** provide a timeline of MAC meetings to the workshop participants to allow better coordination especially of transversal projects;
- **Project consortia** were welcome to contact the members of the Global Network for Resource Efficient and Cleaner Production (RECPnet) to get information on projects in the region and support. Cleaner production centres work with private sector and SMEs which could be useful to better identify needs and support implementation on the ground.

The WRAP Special Advisor of Product Sustainability noted that it had been a pleasure to be involved in the development and discussions, and looked forward to the next few weeks of activity and developed projects. He thanked participants for all their contributions.



The Acting Head of the 10YFP Secretariat asked that the Programme rapporteurs and leads make sure that the individual projects consortia were clear on next steps and actions. He then closed the workshop by saying that it had produced fruitful discussions and results and to support activity over the coming months. The workshop had established a broad community of practice with an increased level of trust and this is expected to benefit the project consortia, the Programmes, their stakeholders and beneficiaries and eventually 10YFP implementation.