



YMPÄRISTÖMINISTERIÖ  
MILJÖMINISTERIET  
MINISTRY OF THE ENVIRONMENT

# Näköaloja kestävän kulutuksen ja tuotannon edistämiseen

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**Teollinen ekologia kestävän tuotannon ja  
kulutuksen palveluksessa -seminaari?**  
30.1.2007



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- # Kestävä kulutus ja tuotanto

**Johannesburgin toimintaohjelma (2002)**



Marrakesh, Marokko (2003)



San Jose, Costa Rica (2005)



Tukholma, Ruotsi (2007)



Aasia (2009)



CSD (2010/2011)



10-vuotisen ohjelman alku (2012)



**Alueelliset ja kansalliset ohjelmat**



**Marrakesh-työryhmät**



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- Kansainväliset Marrakesh-työryhmät

ÿ Kestävät tuotteet (UK)

ÿ Kestävät julkiset hankinnat (CH)

ÿ Kestävät rakennukset ja rakentaminen (FI)

ÿ Kestävä turismi (FR)

ÿ Kestävät elämäntavat (SE)

ÿ Kestävä koulutus (IT)

ÿ Yhteistyö Afrikan kanssa (DE)

# ● ● Suomen aloite EU-puheenjohtajakaudella

- Aloite Going global on eco-efficiency
- Neuvoston päätelmät lokakuussa
- CO<sub>2</sub> kompensaaatio-pilotti

SEPTEMBER/2006  
**FACTS**  
 on environmental issues related to the Finnish EU Presidency

## Going global on eco-efficiency

– Finland's initiative for a new generation of environmental policy

Finland has presented a wide-ranging discussion paper to Europe's environment ministers, aiming to initiate fresh environmental policy approaches.

Finland's initiative for a new generation of environmental policy encourages the EU to adopt a more prominent role in the global community when it comes to critical environmental questions. The EU should envision how well-being, eco-efficiency, responsible industry and active citizenship can all be combined. The key challenge is to find ways to be both sustainable and competitive. A smart environmental strategy should be able to create jobs and contribute to a fairer income distribution, while also reducing harmful environmental impacts. There is a real need for a clear vision to guide European policy-making on the basis of long-term environmental priorities. To help define such a vision, we need to launch a new project designed to enable us to foresee future environmental issues in all their complexity. In order to meet future environmental challenges we will need to widen the scope of policy-making, and strengthen the tools for implementing policies. The Finnish initiative is firmly based on the current environmental work of the European Union, which creates a solid foundation for a renewed approach to policy-making.



What can be done to bring eco-efficiency and a truly global perspective into the core of the EU's decision-making?

Finland's initiative for a new generation of environmental policy involves three key elements.

- **Less can be more**  
Increased welfare does not have to mean larger ecological footprints. Sustainable lifestyles can enhance the quality of life, and also demonstrate that luxury does not have to be based on material consumption. This way-of-thinking involves consumers making smart choices.
- **Managing material flows**  
Managing material flows and life cycles is crucial in both economic and environmental terms, especially in combating climate change and biodiversity loss. We need to create an eco-efficient society based on sound material flows and smart technological innovations.
- **One planet, one policy**  
If we want to tackle the critical universal environmental challenges, sub-optimising has to be replaced by a truly global approach. New international actors should be established to generate know-how and establish common rules for all players.
- **A smart survival kit**  
A wider range of old and new tools will be needed for decision-making and policy implementation. Legislation and regulations need to be complemented with more market-based instruments, for instance.

**WHY?**  
 The most powerful driver behind the new initiative is **globalisation**. Consumption and production patterns in any part of the world increasingly affect people and the environment in geographically distant regions. The speed of economic globalisation calls for a global approach to environmental policy-making. Many European countries have excessively large **ecological footprints**. We are plunging ever deeper into our pool of natural resources to maintain our consumption-based lifestyles. As a consequence, we are seeing the steady depletion of vital natural resources". Eco-efficiency means managing material flows more prudently throughout their life cycles. Such thinking is also crucial in combating **climate change**. Other major challenges related to climate change include the rising demand for energy, and our continuing dependency on fossil fuels. Policy-makers are increasingly expected to bridge the gap between rhetoric and practical steps towards a more sustainable world.

\*The Millennium Ecosystem Assessment, and the European Environment Agency's Environmental Outlook, 2005

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- # Suomen näköaloja

**Ekotehokkuusstrategia kiinnostuneelle sektorille**

**MaMo**

**Ympäristöklusterin tutkimushankkeet  
Pitkän tähtäimen linjaukset taloudellisista  
ohjauskeinoista  
Julkisten hankintojen toimintasuunnitelma**