

Batumi Initiative on Green Economy (BIG-E)
Actions by Germany

Country: Germany

Title:

German National Program for Sustainable Consumption

Focus area 4: Shift consumer behaviors towards sustainable consumption patterns

Description of the action: The German National Programme for Sustainable Consumption is intended to help consumers to better understand the environmental and social impacts of their consumption. It aims to identify alternative consumption patterns and strengthen sustainable alternatives, without removing consumers' right to make their own decisions. Furthermore, it intends to strengthen incentives for innovative approaches that are in keeping with the market and facilitate sustainable consumption. At the same time, it will seek to stimulate a broader national discussion about lifestyles and a change in values that also takes regulatory and economic aspects into account.

The programme addresses not only consumers but all relevant stakeholders such as the business community, commerce, civil society, the scientific community and academia, the media, local authorities and also the public sector in its role of demonstrating good practice. It is not possible to assign the entire responsibility for sustainable consumption to any single group. On the contrary, the starting point must be the principle of shared responsibility.

Action's timeframe/milestones, as appropriate: In the programme several concrete measures to various topics are listed, whose time frame varies as some are already running or in the process of being implemented, while others are yet in the stage of planning or are rather ideas, which need to be concretized.

Type of action: All three types of actions are relevant within the programme, whereby a main focus lies on "type (c) information, education-based, capacity-building and voluntary instruments" as sustainable consumption should not be dictated by the governments but rather facilitates and supported by it.

Economic sectors:

All economic sectors are relevant ("a – economy-wide"), whereby there is a specific focus of the programme on the following sectors: mobility/transport; agriculture/food; housing; workplace; textiles; tourism ("c")

Reference instruments and sources, as appropriate:

<http://www.bmub.bund.de/en/topics/economy-products-resources/products-and-environment/general-information/?cHash=708635c8a9f766bc5d0c165b53867c44>

Expected co-benefits and impact of the outcome:

- Promotion of sustainable product choices and lifestyle
- Promotion of awareness of impacts of sustainable consumption
- Synergy potential among different stakeholders identified and used.
- Role model of public actor in sustainable procurement
- Reduction of food waste

SDGs target(s) that the action may contribute to implement: SDG 12 – especially 12.1, 12.3, 12.5, 12.7, 12.8
But also 2.4, 7.3, 8.4

Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate: -----

Partners: Federal Ministry of Justice and Consumer Protection; Federal Ministry of Food and Agriculture

Contact points:

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