



Strategic Elements in Implementing UNEP's

3R Platform

Reduce, Reuse and Recycle

*Building an economy based on
the life-cycle approach*

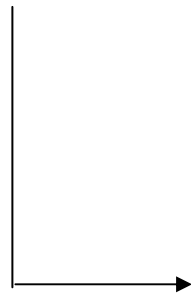
Per Bakken,

Director,

International Environmental Technology Centre

United Nations Environment Programme

“3R” > reduce, reuse and recycle



Building an economy
based on the life-cycle
approach.



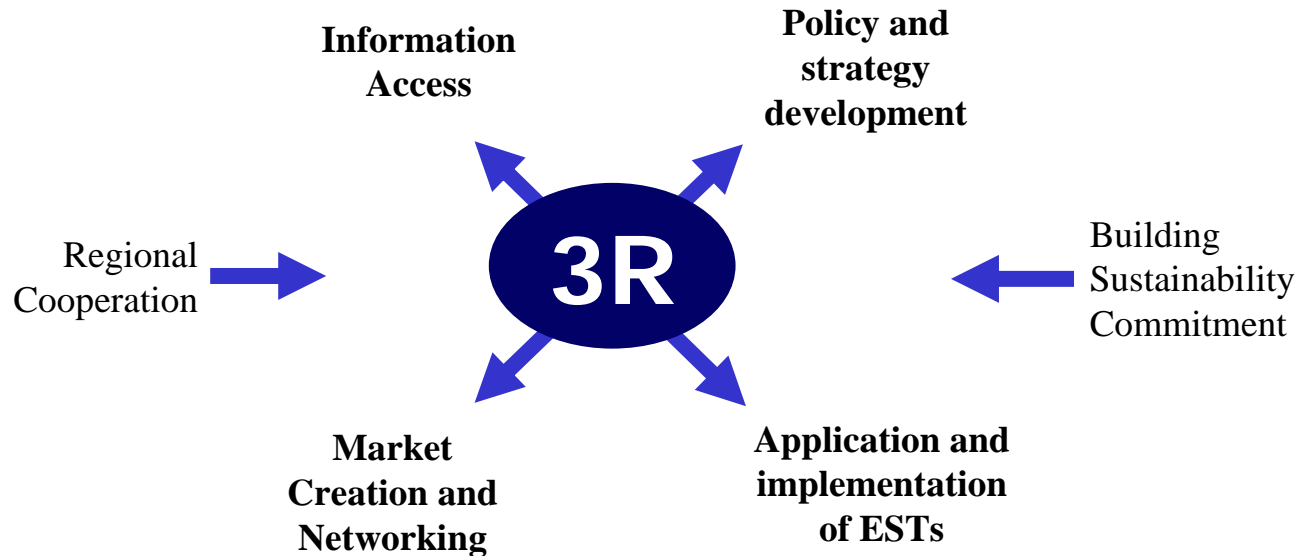
WSSD
(Jo'burg, 2002)

10-Year Framework
on sustainable
production and
consumption
+
Bali Strategic Plan

G8 Summit
(Sea Island, 2004)

Government of Japan's
3R Initiative



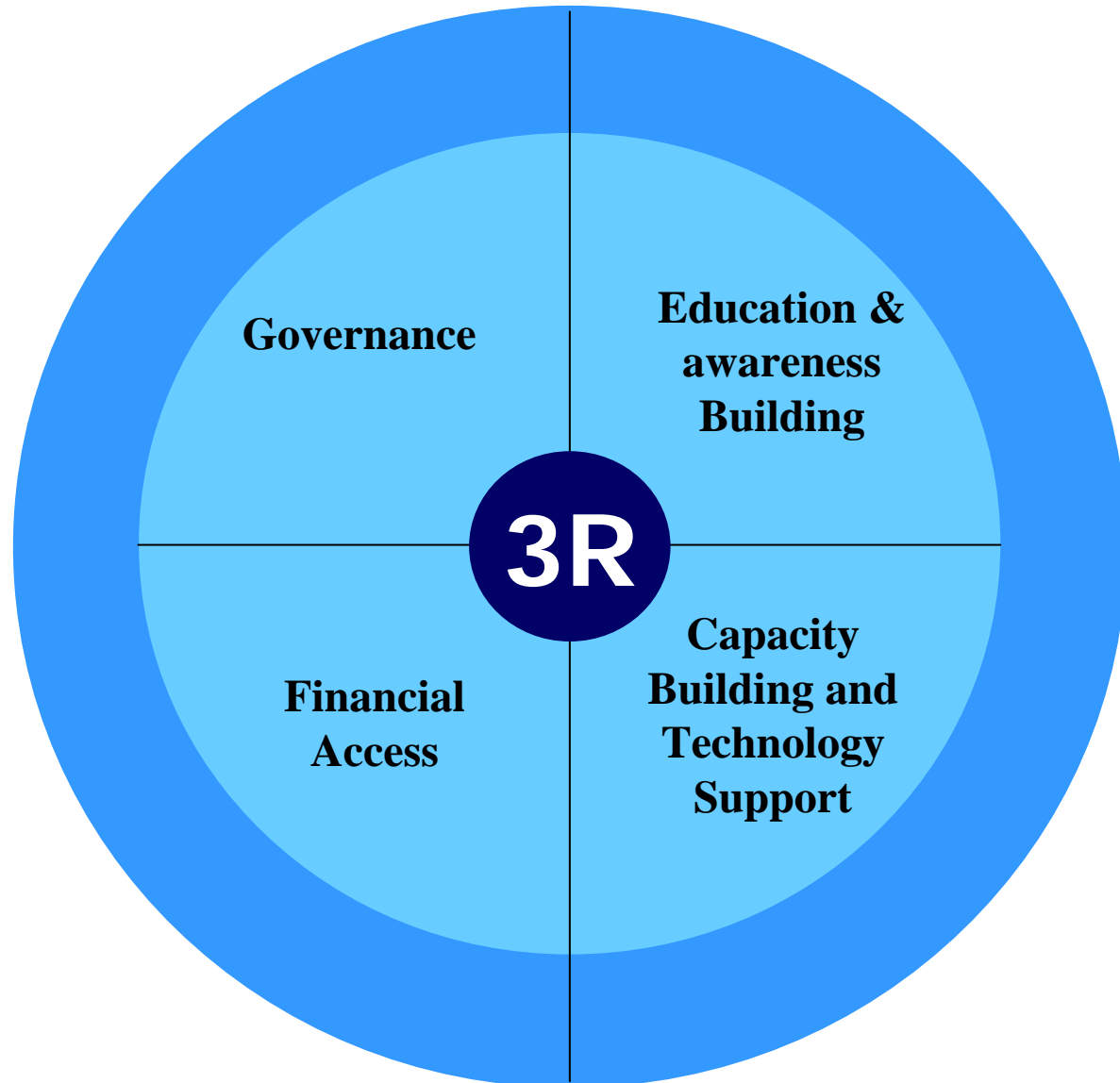


For national and local governments,
and other local stakeholders,
the 3R Approach can be an effective tool
for sustainable development ...

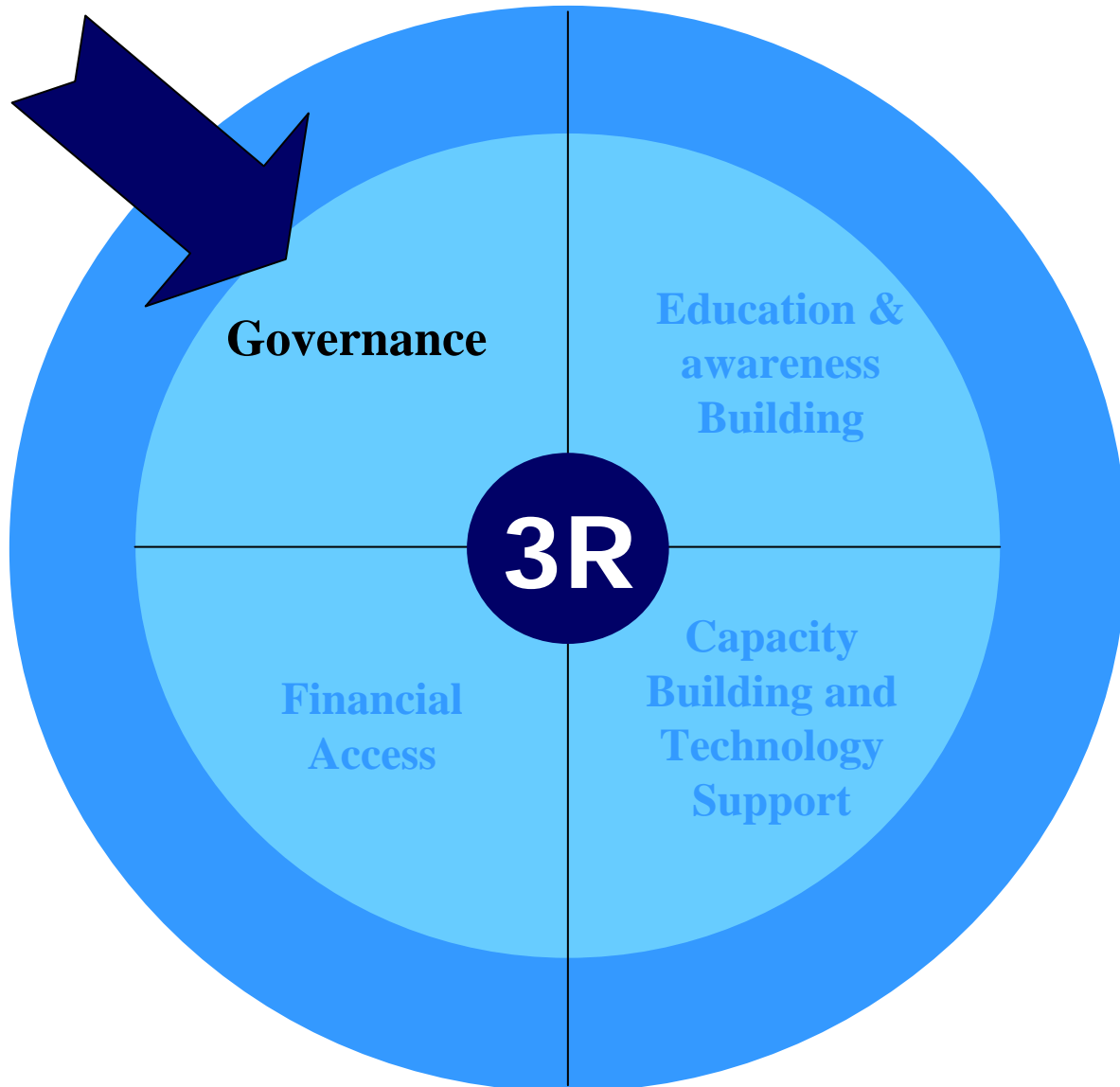


... but there are barriers, related to policy, information,
capacities, finance and other issues.

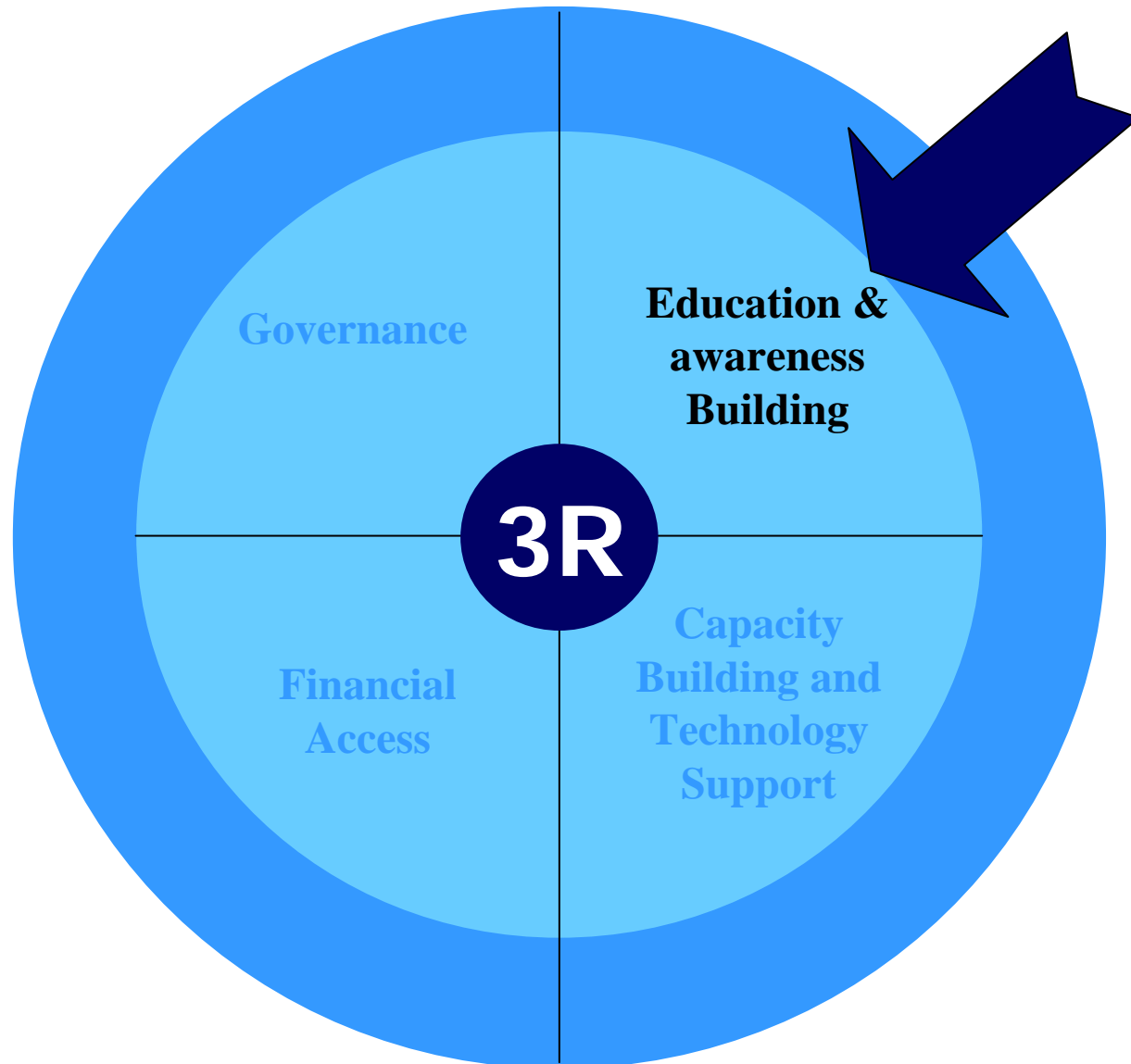
Strategic Elements for 3R



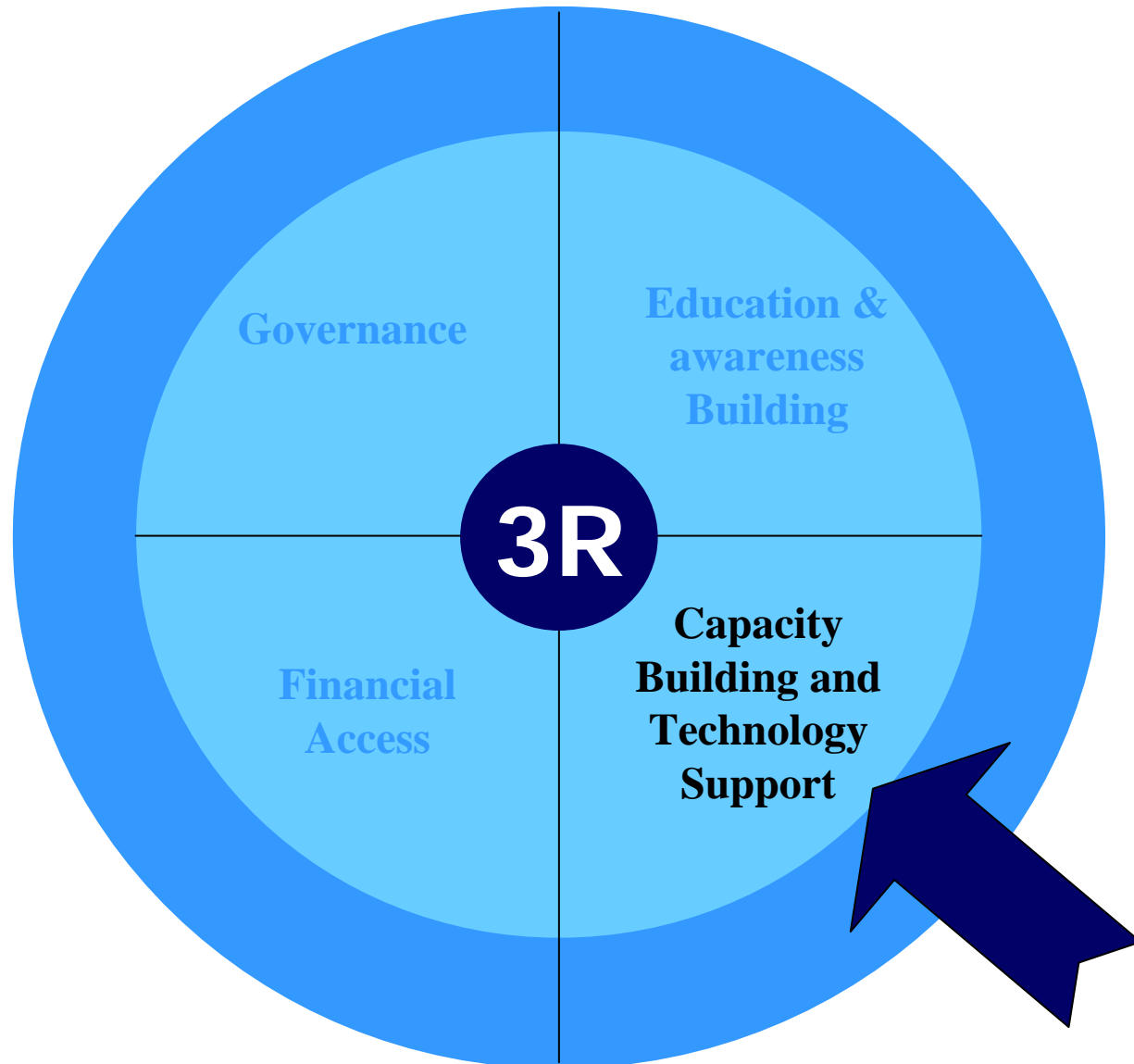
Strategic Elements for 3R



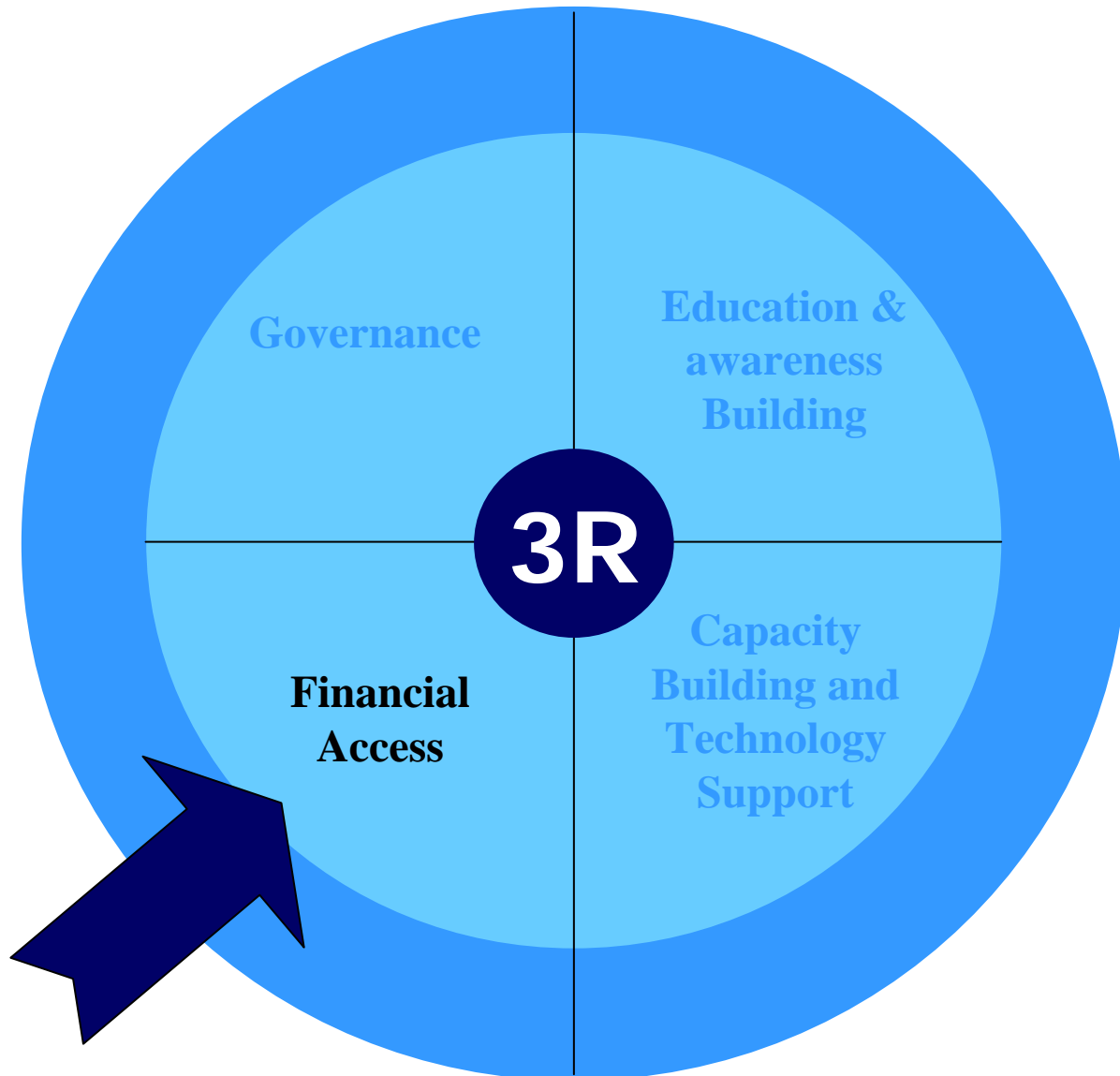
Strategic Elements for 3R



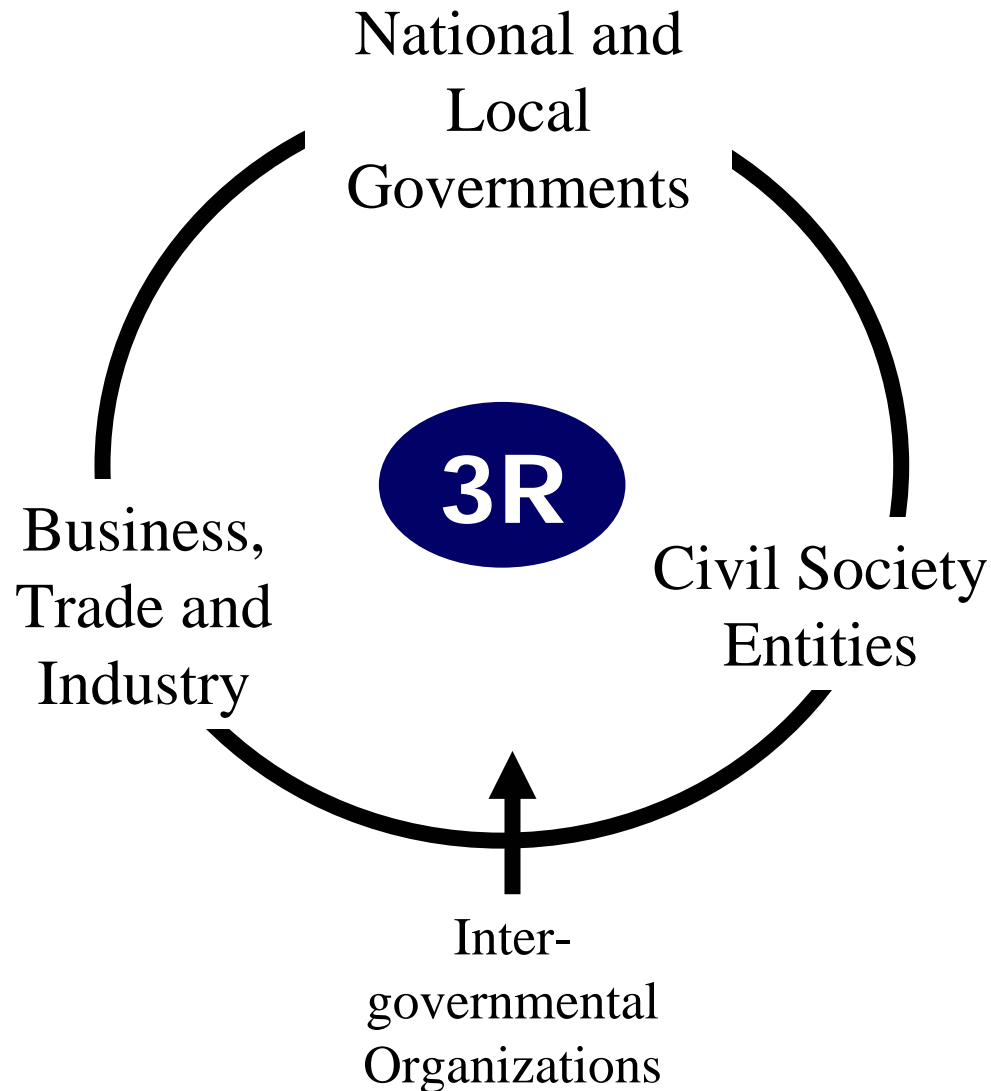
Strategic Elements for 3R



Strategic Elements for 3R



Strategic Elements for Future Activities





Strategic Elements for Future Activities

For governmental partners the activities focus on *policy instruments* such as laws, rules, procedures, and market-based instruments:

National and
Local
Governments

Business,
Trade and
Industry

Civil
Society
Entities

- To build capacity and commitment through knowledge management
- To develop an enabling policy framework to further the 3R concept including economic and market based instruments
- To satisfy MEA obligations and national/international commitments, as a part of their sustainability efforts
- To facilitate and provide accurate and timely access to information to all stakeholders



Strategic Elements for Future Activities

For private sector partners, the activities focus on *technology systems*, including their transfer, management systems, research etc.:

National and
Local
Governments

Business,
Trade and
Industry

Civil
Society
Entities

- To facilitate economic development by creating markets around 3R policies
- To provide resources (technology, finance, and market) for facilitating the implementation of 3R policies
- To interact and network with other entities undertaking 3R activities, including end-users and consumers, and find new business opportunities
- To ensure proper implementation of available resource efficient technologies
- To develop leading edge technologies and products
- To support corporate 'green' trends and commit to a sustainable future



Strategic Elements for Future Activities

For the civil society partners, the activities focus on *education* – awareness raising, lessons learnt, sustainable consumption etc.:

National and
Local
Governments

Business,
Trade and
Industry

**Civil
Society
Entities**

- To influence market trends by making sustainable and green choices in their everyday lives
- To support development and implementation of policy frameworks by local and national governments
- To lead a sustainable lifestyle with minimum ecological footprints



Further Information

Web:

<http://www.unep.or.jp/>

Email:

3R@unep.or.jp