



# The Sustainer

An e-magazine to promote sustainability for a better world

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## Advancing Sustainable Consumption in Asia - A Guidance Manual -

This guidance manual is prepared as part of the project "Capacity Building for Implementation of UN Guidelines for Consumer Protection (Sustainable Consumption) in Asia" (SC.Asia). The SC.Asia project is financially supported by the European Union's Asia Pro Eco Programme with 330.000 Euros, and implemented by the United Nations Environment Programme in partnership with the Centre for Environment and Development in Sri Lanka, Consumers International, and the Danish Consumer Council.

The manual is largely based on information collected in the SC.Asia project, in particular through two regional status reviews in Asia and Europe conducted in 2004, and through a regional workshop organized in Manila, Philippines, in March 2005. Further information has been collected through the networks created in the project with sustainable consumption stakeholders throughout Asia and Europe.

The intended users of the manual are governments in Asian countries who could use it as a guidance document to build capacities and implement programmes and activities on sustainable consumption. For this reason, the manual has taken into account the specific socio-political and environmental conditions in the 12 Asian countries that participated in the project. A second target group for this manual include research institutes, experts, and trainers, who play an important role in assisting the government in policy making and building the knowledge base on sustainable consumption. Finally, governments in other countries, and other stakeholders concerned with sustainable consumption may also use the manual as a reference document on sustainable consumption.

The manual focuses on four clusters of practical tools: product information; waste prevention and minimization; sustainable government practices; awareness, education and marketing. Although many more tools are available and useful, these tools are selected based on the findings of two regional reviews on sustainable consumption practices in Asia and Europe, carried out by SC.Asia. This selection is also supported by the recommendations from the Regional Cross-Learning Seminar on Sustainable Consumption, where experts found these four clusters of tools as being particularly relevant and practical in Asia. Every tool presented, and most of the suggestions made, in the manual are either derived from case studies developed during the two regional reviews or provided by participating experts.

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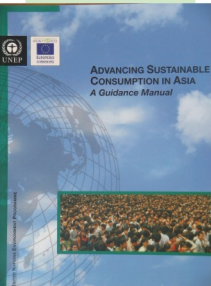
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