



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

# More from Less — Wisely

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A photograph of a desert landscape with sand dunes. In the foreground, there is a large, distinct footprint of a dinosaur, likely a Tyrannosaurus Rex, showing its three-toed front foot and four-toed back foot. The sand is a warm, golden-brown color, and the lighting suggests a low sun, creating long shadows and highlighting the texture of the sand. The background shows more dunes stretching towards the horizon under a bright sky.

**Finland ranks well in international environmental sustainability and competitiveness comparisons**

***But...***

**Has the eleventh biggest ecological footprint in the world**

# The Finnish SCP-process

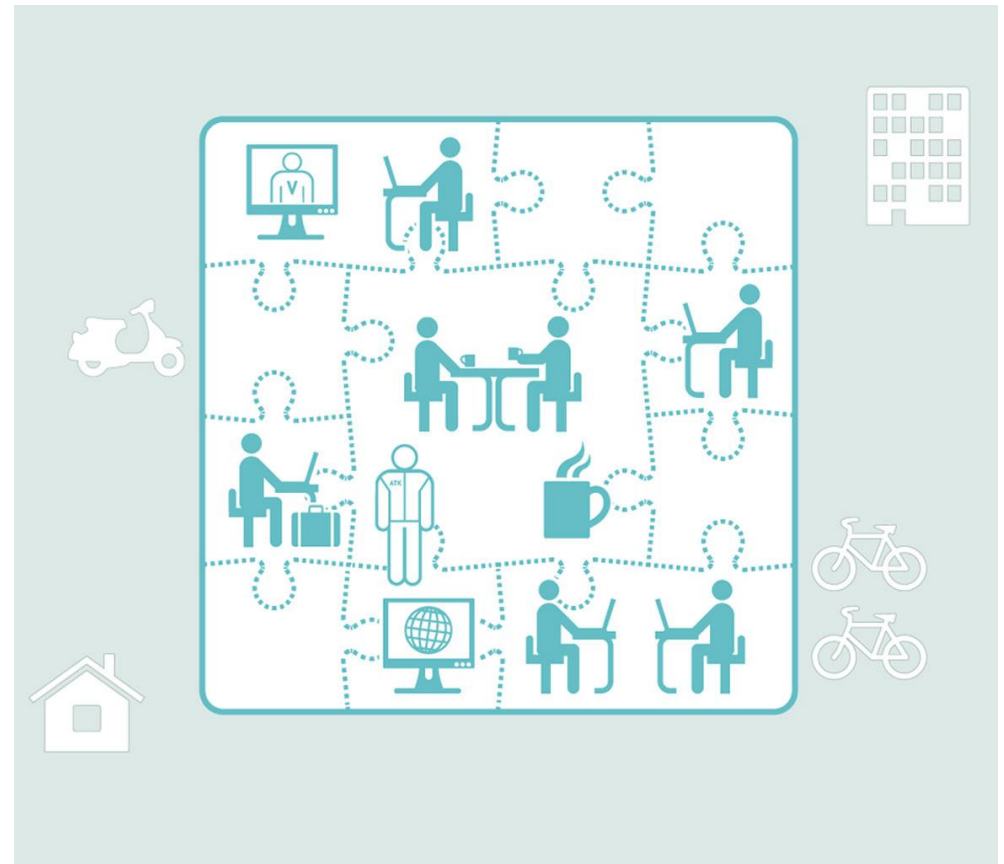
- First program 'Getting more and better from Less' 2005
- New proposal for a program 2012
  - How government can promote sustainable consumption?
  - How to decrease the carbon-footprint of private and public consumption?
  - How to increase well-being with lower resource use?
  - How to create new green jobs and business?
- Stakeholder process
- After public consultation a political debate

# Approach: Basic human needs and focus on life-cycle

- Focus on basic human needs (food, housing, mobility)
  - Enables to address the social dimension, so we don't try to solve environmental problems in isolation from people's everyday lives
- Life-cycle approach is a must, because we are 'exporting emissions'
  - For example our carbon footprint is around 24 % bigger than official emissions
- Integrate consumption with climate policies
  - Traditional climate policies concentrate on reducing CO<sub>2</sub> emissions from energy production and industrial installations
- Consumers also create solutions

# New proposal: More from Less — Wisely

- Policy proposals
- 8 concrete pilots
- Peloton innovation camp – speeding up new solutions
- Some of the pilots take place in municipalities, which are working to curb their CO<sub>2</sub> emissions ahead of schedule



Picture: Kirmo Kivelä

# Mobility

## - Environmentally less burdening mobility is easy, lucrative and safe

- Information system to encourage people to make sustainable mobility choices
- Elimination of environmentally harmful subsidies that increase private car use
- Taxing car use instead of fixed vehicle tax

### **PILOT:**

- Fishing new customers for Helsinki Region Transport



Picture: Kirmo Kivelä

# Housing –

## - Energy smartness of homes increase and carbon footprint diminishes

- Green loans for energy saving investments
- Tax relief for energy audits

### **PILOT:**

- ‘Green Home’ – environmental management system for households



Picture: Kirmo Kivelä

# Eating

- Finns appreciate and don't waste food as well as choose vegetarian based diet

- Environmental strategies for public food services
- Guidelines for an 'Healthy and environmental friendly plate model'

## PILOTS:

- Save the Food
- Sustainable and climate-friendly food supply chain from field to plate



Picture: Kirmo Kivelä



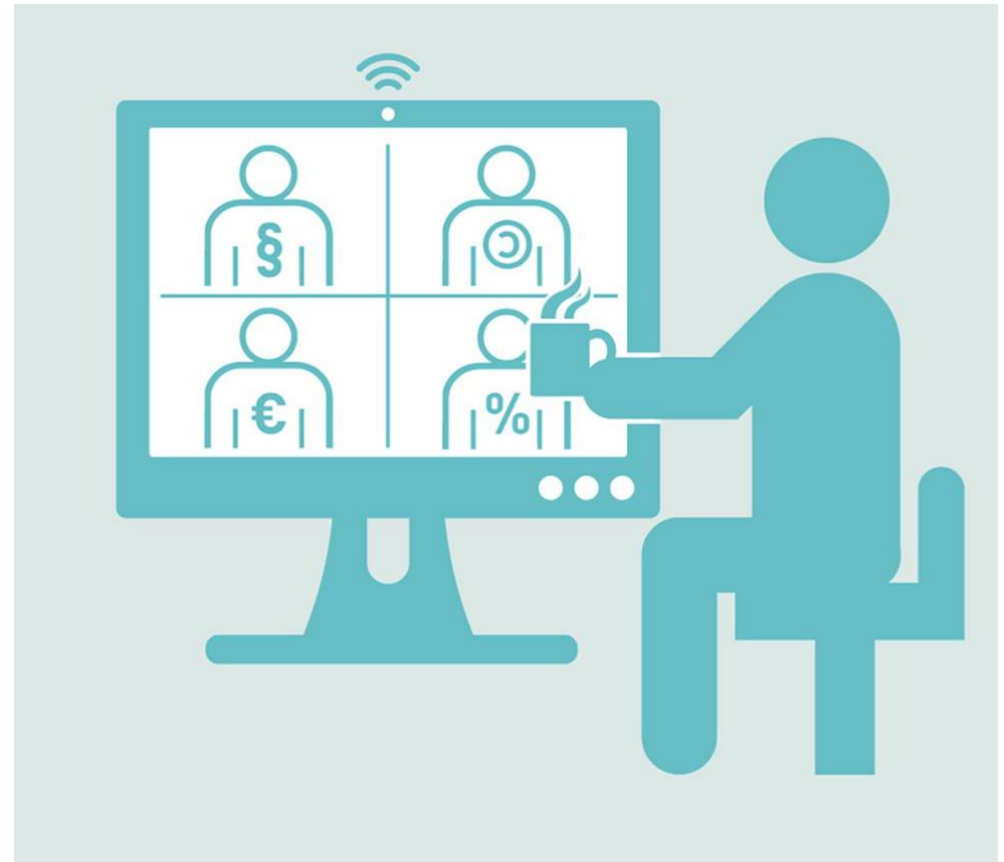
# Public consumption

- Public organizations set targets for reducing energy and material use

- EMS for public organizations
- Co-ordination and benchmarking of environmental activities of state sectors and bodies

## PILOT:

- Help desk for sustainable public procurement
- Towards carbon neutral Länsi-Uusimaa region



Picture: Kirmo Kivelä

# Conclusions

- Global challenge - how to eliminate poverty in developing countries, solve global environmental problems, while also allowing economies to grow within the capacities of ecosystem services
  - Clear targets on resource-efficiency needed
  - One tool is not enough
  - SCP strategies and actions needed on MS level
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