

Sustainable Consumption: The Municipal Context



The Role of Cities in Advancing Sustainable
Consumption

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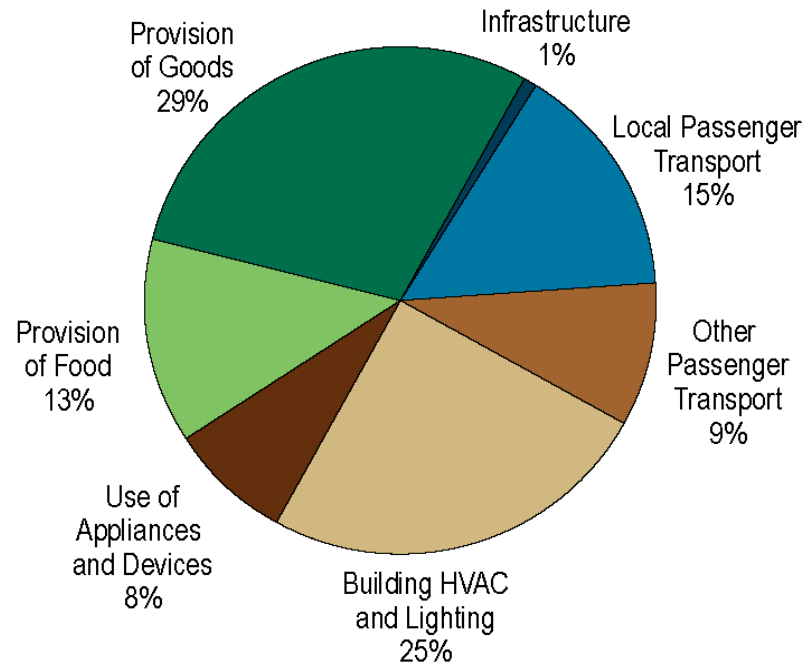
Overview

- How the topic is emerging within cities
- Opportunities and challenges in a municipal context
- Early efforts to forge a policy foundation for change



Consumption and Climate Change

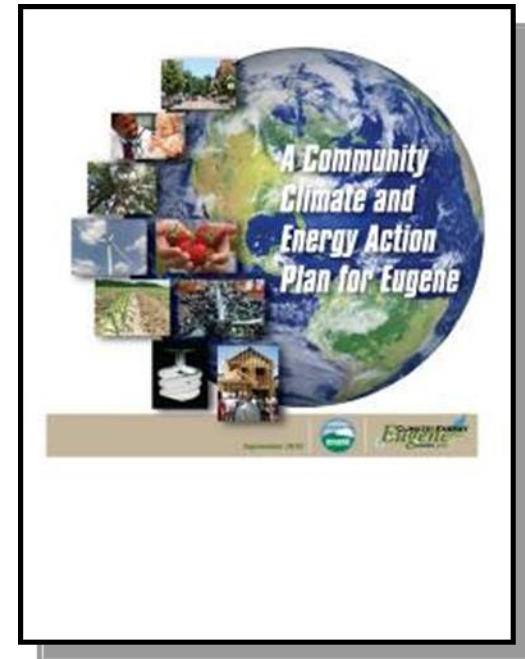
EPA (2009): Provision of goods and food = 42% of GHGs





Climate Action Planning

- Climate action plans
- Greenhouse gas inventories



Important barrier: feasible way to measure consumption at the community level



City Activities

- Research
- Regulate
- Outreach
- Collaboration and support

- Leading examples
 - Vancouver, BC and Portland, Oregon



Regulatory Response



Travel like a human.



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Opportunities

- *Climate action planning*
- *City purchasing*
- *Green building*
- *Waste and recycling*
- *Sustainable business practices*
- *Land use planning, zoning and building codes*
- *Economic development planning*
- *Transportation investments*



Public Opinion

Eugene (2011)

- 65%: *“we’ll be better off by consuming less and living more simply”*
- 27%: *“we need to get the economy growing by consuming more goods and services”*

Oregon (PolicyInteractive)

- 74%-88%



The Push Back

Relevance at city level, appropriate role?

Threat to local economy and business development





Reframing

Prosperity

Framing, measuring, promoting

City's role in influencing consumption

Supporting new patterns of ownership and purchasing

Community resilience

Building community cohesion and neighborhood connectedness

Social Equity

Affordable prosperity for all



Advancing Policy

- *EPA West Coast Forum on Climate and Materials Management*
- *USDN*
- *Oregon DEQ: 2050 Vision*
- *One Earth*
- *Shareable/SELC*



Questions and Discussion

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