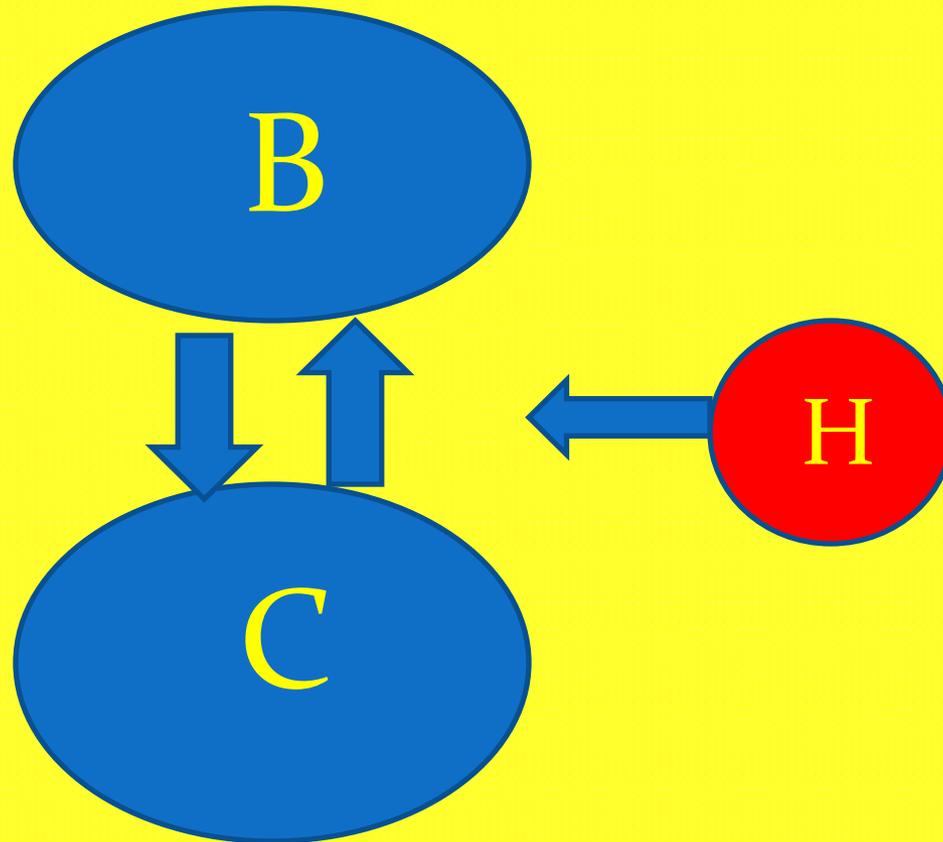


Some Perspectives ... consumer information, ecolabel and SPP

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The parties



What stakes

- Battlefield for SCP implementation at the direct link between Production and Consumption
 - good experiences vs bad experiences
 - trust

Areas for development

- Helper
- Helper and Consumer
- Helper and Business
- Business and Consumer and Helper

Helper parties

- Credibility issues:
don't fight in front of B and/or C !
- Current approach:
harmonization of criteria/standards for
green/sustainable goods and services; verification
procedures; generic symbols and meaning; etc
- Potential approach:
invest more in consumer information
seek opportunities in H and C, and H and B

Helper and Consumer

- Current approach:
push approach:
ecolabel to “help” Consumer → “simplified” and “limited” information....one-sided communication
rely on individual decision making? Until when?
pull approach: work with big buyers... GPP/SPP, private procurement
- Potential approach:
more of pull approach:
work with the media; provide access to ready and credible information sources for green goods/services and sustainable consumption; provide interactive consumer-producer communication interface facilities

Helper and Business

- Current approach:
ecolabel criteria/standard and GPP criteria
situation: “retrofit” of existing business system
→ expensive change → price concerns
- Potential approach:
joint planning in criteria/standard and timeline
situation: enough time for change, planning,
financing, etc

Business and Consumer and Helper

- Understand the trend...listen to business , consumers surveys
- Example: Indonesia's future consumption projection

CONVENIENCE

HEALTHY

LOOKING GOOD