

# **Ad Hoc Expert Meeting Competition, Consumer Protection and Sustainability**

**Wednesday, 28 September 2022**

**Room XIX, Palais des Nations, Geneva**

**THE PROMOTION OF SUSTAINABLE CONSUMPTION IN ASEAN**

**Presented by:**

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# The Promotion of Sustainable Consumption in ASEAN

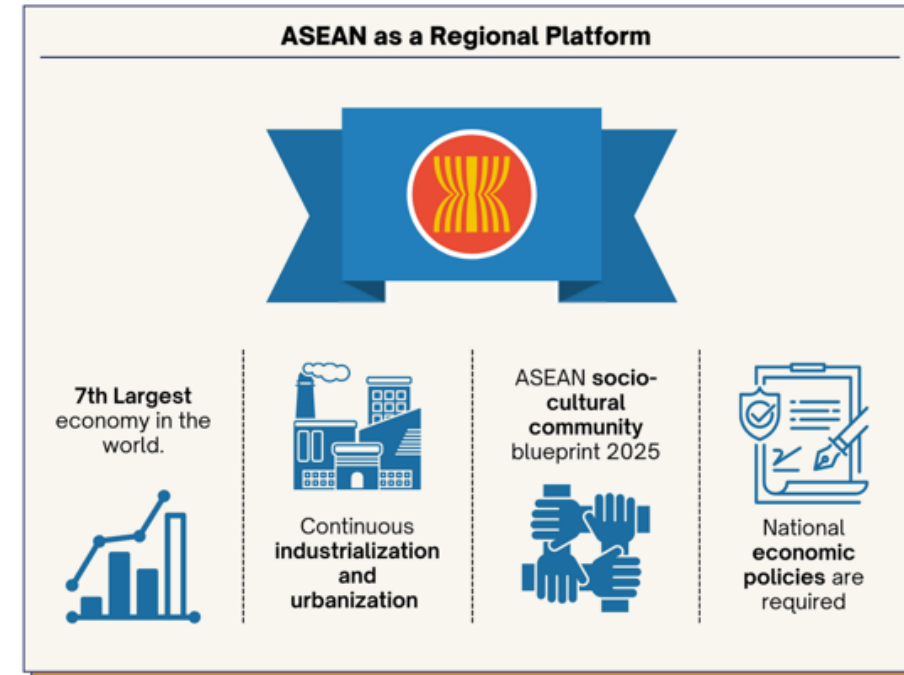
**The Ad Hoc Expert Group Meeting on Competition, consumer protection and sustainability of UNCTAD**

**Geneva, 28 September 2022**

*Mr. Looi Teck Kheong, Head of Competition,  
Consumer Protection and IPR Division (CCPID),  
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# History of Sustainable Consumption in ASEAN

- The ASEAN Socio-Cultural Community Blueprint of 2025 (ASCC 2025)
- The ASEAN Plus Three Leadership Program on Production and Sustainable Consumption – Since 2008.
- The ASEAN Environmental Education Action Plans (2014-2018).
- Joint Statement on the Implementation of SCP in ASEAN by the ASEAN Ministers Responsible for Environment – September 2013.
- The ASEAN Forum on Sustainable Consumption and Production (SCP), annually since 2014



ASEAN Vision 2025:

**“Build higher consumer confidence and cross-border commercial transactions by strengthening product safety enforcement, stronger participation of consumer representatives, and promotion of sustainable consumption.”**

# History of Sustainable Consumption in ASEAN cont'd

- The ASEAN Economic Community Blueprint 2025
- The ASEAN Committee on Consumer Protection (ACCP)
- The ASEAN Strategic Action Plan on Consumer Protection (ASAPCP) 2025
- The ASEAN High Level Principles on Consumer Protection (AHLPCP) : “Consumers to understand the impact of consumption decisions on the shared environment.”
- Sustainable Development (SDG) 12 : “Ensure sustainable consumption and production patterns”



# Promotion on Sustainable Consumption in ASEAN

- A project under the ACCP
- Multi-year project (2019-2022), funded by the Japan-ASEAN Integration Fund (JAIF)
- Supported and lead by the Department of Trade and Industry (DTI), The Philippines
- Capacity Building Workshops and Observational Site Visits to Tokyo and Kyoto, Japan on March 2019.
- Regional Forum on August 2019 in Manila, The Philippines.
- Develop the ASEAN Toolkit on Sustainable Consumption, completed and launched on 28 June 2022. (available in [www.aseanconsumer.org](http://www.aseanconsumer.org))



The ASEAN Toolkit On  
Sustainable Consumption



one vision  
one identity  
one community

# Capacity Building Workshops and Observational Site Visits

- Tokyo and Kyoto, Japan, March 2019
- Identify gaps and challenges in promoting sustainable consumption
- Information sharing among AMS on developing national initiatives to address sustainable consumption

## Examples of Regional and Global Best Practices and Approaches

### Progressing a consistent & coherent policy mix

Since launching in 2008, Green Public Procurement in Thailand has involved 61% of total 1,809 institutions that procured green products, amounting to 64% of their total procurement values.



Green Public Procurement in Thailand

### Activating local governments and using local contexts

Local governments launched effective campaigns using Mottainai. For instance, Aomori prefecture introduced the Aomori residents' movement of Mottainai that reduce the amount of waste per capita from 1,160 g/capita to 1,000 g/capita



"Mottainai" and local governments in Japan

### Advancing a long-term multi actor collaboration

This EPR scheme for packaging has been improved for almost 30 years, involving producers, consumers, waste management operators and government. The recovery rate of packaging materials rose from 37.3% in 1991 to 94.3% in 2017.



"VerpackG" Mandatory Extended Producer Responsibility in Germany

### Leveraging Behavioural Insights for policy development

This unit promotes the use of behavioural science in evidence-based policymaking. Some examples include Cool Biz, Cool Choice and customized home energy reports.



"BEST" Nudge unit of Japan



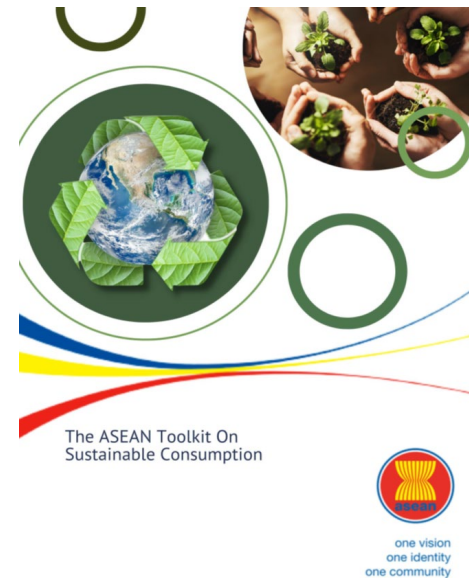
# The ASEAN Regional Forum

- Manila, The Philippines, August 2019
- Forum for AMS to brainstorm ways to formulate and implement a sustainable consumption policy in ASEAN
- Participated by international experts from Japan and South Africa
- Result of the Forum laid the foundation for the development of the ASEAN Toolkit on Sustainable Consumption



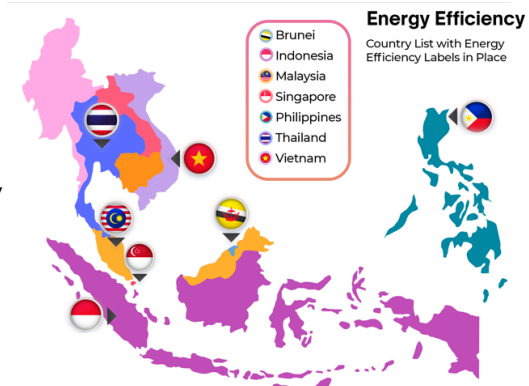
# The ASEAN Toolkit on Sustainable Consumption

- Officially launched on **28 June 2022** during the 3<sup>rd</sup> ASEAN Conference on Consumer Protection (3<sup>rd</sup> ACPC)
- Comprises of 4 modules:
  1. Concepts and Principles and Principles of Sustainable Consumption;
  2. Best regional and international practices and approaches to policies that promote sustainable consumption;
  3. Tools and instruments used in influencing consumer behavior; and
  4. Use of appropriate instruments and tools in selected sectors
- The toolkit also contains Infographics, Power Points Slides, Instruction Manual and an Audio Visual Presentation



## KEY DRIVERS OF SUCCESSFUL BEHAVIOR CHANGE

Behaviour change interventions are more successful if targeted at:





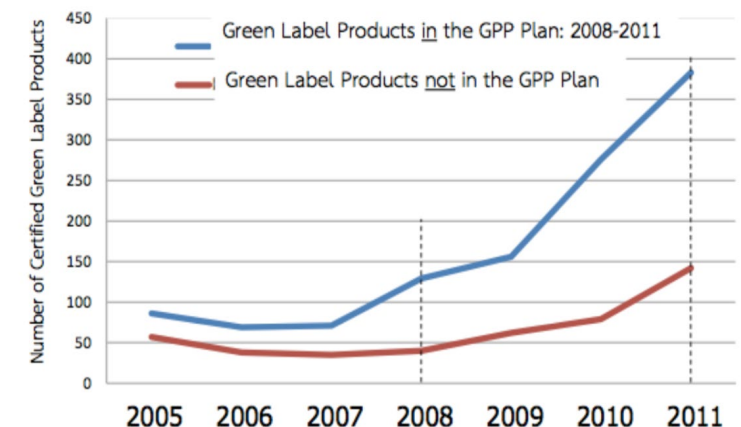
# Best practices of Sustainable Consumption in ASEAN

## Singapore

- Choice editing, Mandatory labelling for energy appliances in Singapore
- Mandatory Energy Labeling Scheme (MELS)
- Minimum Energy Performance Standards (MEPS)
- **Methods:**
  - Policy coherence and policy mix
  - Policy consistency

## Thailand

- Green Government consumption through Green Procurement in Thailand
- Four (4) Green Public Procurement Plans (GPP Plans);
- Involve several key stake holders: Ministry of Finance; Ministry of Natural Resources and Environment; Minister of Industry; Other Sectoral Ministers; Business Association; Office of Consumer Protection Board; NGO's; Think Tanks





# **Thank you for your kind attention**

To learn more about Consumer Protection and/or to download the ASEAN Toolkit on Sustainable Consumption in ASEAN, visit us at [www.aseanconsumer.org](http://www.aseanconsumer.org)