Consumption Patterns for Sustainable Development.
Report on International Web-based Consultation
Final Review

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Centre for Strategic Studies and Management - CGEE

President
Mariano Francisco Laplane

Executive Director
Marcio de Miranda Santos

Directors
Antonio Carlos Filgueira Galvão
Gerson Gomes
José Messias de Souza

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Supervision
Antonio Carlos Filgueira Galvão

Consultants
Celena Regina Soeiro de Moraes Souza
Viviane Roberto da Silva Romeiro

CGEE Technical Team
Antônio Rocha Magalhães
Carmem Silvia Corrêa Bueno
Iris Leonhardt Pavan (Intern)
Leonardo Oliveira Goes Cella
Marcelo Khaled Poppe (Coordinator)
Tomáz Back Carrijo

In cooperation with

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Foreword

The Centre for Strategic Studies and Management (CGEE), in cooperation with the Akatu Institute for Conscious Consumption, the Brazilian Business Council for Sustainable Development (CEBDS), the United Nations Economic Commission for Latin America and the Caribbean (ECLAC), the Swedish Agency for Growth Policy Analysis (GA), the Institute for Sustainable Development and International Relations (IDDRI), the Institute of Research and Development (IRD) and the World Centre for Sustainable Development (Rio+ Centre), decided to launch in 2014 an international web-based consultation on consumption patterns for sustainable development.

The consultation focused on a select group of experts from academia, government, business sector and civil society organizations. It aimed to capture some essential points of view on consumption patterns for sustainable development. Consumption is usually a less considered area of concern, since it entails challenges emerging from the need to change human habits and manners long ago deeply inserted in our cultures and ways of life. Hence, the idea of the consultation is simple and powerful: to advance our knowledge to better understand what can favour or generate obstacles to our common goals in achieving a sustainable society.

Enjoy your reading!

1. Introduction

The current debate on the post-2015 development agenda leads to a discussion of crucial points related to pathways for sustainable development. Upon the definition of this agenda, a new stage of global efforts will probably begin with the characterisation of the sustainable development goals and their corresponding indicators.

The thesis expressed in the Brundtland Report[1] and in the final declaration of the United Nations Conference on Environment and Development (UNCED), also known as the Rio 92 Conference or Earth Summit, is still waiting for a global major societal change. There has been improvement, at least on the acknowledgement of the consequences of neglecting the environment impacts. However, the world is not changing at the necessary pace. This is especially true for some areas like consumption patterns, where the results achieved have been so far very modest.

The Agenda 21, adopted at the Rio 92 conference stated that "the major cause of the continued deterioration of the global environment is the unsustainable pattern of consumption and production" and recommended "a multipronged strategy focused on demand, meeting the basic needs of the poor and reducing wastage and the use of finite resources in the production process". In 2012, world leaders once again met in Rio de Janeiro to attend the United Nations Conference on Sustainable Development (Rio+20). The Conference outcome document, "The Future We Want", reaffirmed the Rio 92 commitment to fully implement the Agenda 21 and called for the construction of Sustainable Development Goals (SDGs) to go beyond the Millennium Development Goals (MDGs) and frame the path to sustainable development.

The South Commission Report (1990, p. 259)[2], issued two years before the Rio 1992 Conference, stated that: "(…) the true choice is not between development and environment but between routes of development that are sensible or not to the

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[1] Report of the World Commission on Environment and Development, United Nations General Assembly Resolution No. A/42/427 of 4 August 1987, available at: http://www.un.org/en/ga/search/view_doc.asp?symbol=A/42/427 Last accessed in May, 2015

[2] South Comission; The Challenge to the South: The Report of the South Commission. Oxford, ONU and Oxford University Press, Dec. 1990.

environment". On the same tune, Professor Ignacy Sachs (1993, p.31) concludes after the meeting in Rio:

 "Although recognizing the essential link between environment and development, the North insists in the global environmental risks and in the shared responsibility to tackle them; the South, on the contrary, gives priority to the development agenda, alerting against the imposition of new environmental conditionalities over their impoverished and indebted economies".

The existing economic and social inequalities help to explain the differences seen between people and nations throughout the world. Such inequalities can explain the distinct development perspectives they have and may further suggest what is behind their preferred ways to prioritize and address the problems.

Analysing the major trends pf global capitalism, Celso Furtado (1999, p. 64) states:

"We cannot escape the evidence that the civilization initiated by industrial revolution points inexorably to major disasters. It concentrates wealth in the benefit of a minority whose life style demands growing expenditures of non-renewable resources and that only survives because the vast majority of population is submitted to various forms of shortage, including famine".

Even considering that we have greatly evolved in the discussions about sustainable development, the basic lines of such global framework remain unaltered. Currently, as well as it was thought twenty years ago, the possibility of a planetary long term development strategy demands the existence of an effective global arrangement, involving simultaneously the North and the South. As such, it would be imperative to extensively discuss the different perceptions among countries and exercise old and efficient processes of negotiation and build possible consensus over a space of antithetical ideas, antagonistic interests and distinct action plans.

CGEE and its partners decided then to move forward on that particular issue and analyse what are the major differences between developed and developing

countries, and their perceptions on consumption patterns in the context of sustainable development. The emphasis on consumption was chosen over the easier side of the production challenges because the latter usually tends to dominate policies. This trend is due to the significant challenges involved in changing the consumption habits, since policy makers have to face the unsustainable practices that are deeply rooted in the minds and hearts of the majority of the planet's inhabitants and have been for generations.

The objective of the consultation was to map out society's perceptions on issues pertaining to consumption patterns for sustainable development. The proposed approach was intended to enable a comparison of the different perceptions and commonalities within a defined set of countries as an effort to help bridge knowledge and information gaps that may arise during the negotiation of the SDGs in 2015 and beyond. The SDGs definition process represents an important stepping-stone towards the creation of a global model for sustainable development by using a more holistic approach to development and by balancing its economic, environmental and social dimensions. In addition, it also reaffirms the need to transform consumption patterns by including the promotion of consumption and production patterns aligned with sustainable development in the SDGs proposal.

The need to change unsustainable consumption patterns has been present in the international debate on sustainable development since its inception, however, the growing importance and urgency of such matter throughout the years failed to translate it into concrete international actions. Based on the increasing challenges to address consumption patterns within the international development agenda over the years, and taking advantage of the outcomes of Rio+20, which included the approval of the 10-Year Framework of Programmes (10YFP) on sustainable consumption and production, as well as the discussions surrounding the definition of a post-2015 development agenda, CGEE considered appropriate bringing consumption patterns to the forefront of the debate.

2. Background

Amidst growing concerns on the accelerating environmental degradation and its effects to the world's population, the United Nations General Assembly (UNGA), following-up on a recommendation made by the Economic and Social Council (ECOSOC) in 1968[3], decided to convene a Conference on the Human Environment (UN-CHE) as an attempt to call the attention of governments and public opinion to the problems related to the human environment. It also aimed to discuss strategies at the national and international level "to protect and improve the natural surroundings in the interest of man"[4]. This conference was held in June 1972, in Stockholm, Sweden, whereupon a declaration containing 26 principles concerning the environment and development (Stockholm Declaration) and an action plan with 109 recommendations, were adopted[5].

The Stockholm Declaration stated, among other things, that (i) natural resources must be safeguarded; (ii) the Earth's capacity to produce renewable resources must be maintained; (iii) non-renewable resources must be shared and not exhausted; (iv) pollution must not exceed the environment's capacity to clean itself; (v) developing countries need assistance; (vi) human settlements must be planned to eliminate environmental problems; and (vii) there must be cooperation on international issues.

2.1. World Commission on Environment and Development

In 1983, the World Commission on Environment and Development (WCED) was created by the UNGA with the task of (i) proposing long-term environmental strategies for achieving sustainable development by the year 2000 and beyond; (ii) recommending ways in which concern for the environment could be translated into greater cooperation between developed and developing countries that will lead to the

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[3] ECOSOC Resolution No. 1346 of 30 July 1968, available at:
http://www.un.org/en/ga/search/view_doc.asp?symbol=e/res/1346(XLV) Last accessed in May, 2015
[4] United Nations General Assembly Resolution No. 2389 of 3 December 1968, available at:
http://www.un.org/en/ga/search/view_doc.asp?symbol=a/res/2398(XXIII) Last accessed in May, 2015
[5] Stockholm Declaration and Action Plan, as approved by the United Nations General Assembly, available at: http://www.un.org/en/ga/search/view_doc.asp?symbol=A/CONF.48/14/Rev.1 Last accessed in May,2015

achievement of common and mutually supportive objectives; (iii) considering ways and means by which the international community could deal more effectively with environmental concerns; and (iv) helping to define shared perceptions of long-term environmental issues and the appropriate efforts need to deal successfully with the problems of protecting and enhancing the environment[6]. Four years later, in 1987, the WCED released a report entitled "Our Common Future"[1], which is also commonly known as the Brundtland Report after its Chair former Norwegian Prime Minister Gro Harlem Brundtland.

The Brundtland Report linked social, economic, cultural and environmental issues by recognizing that human development is crucial for the development of environmental conservation strategies, popularized the term "sustainable development", as well as introduced its most widely accepted definition: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". With regards to consumption, the report acknowledged the existing disparity between the consumption standards of the developing and developed countries, and noted that per capita consumption in the developing countries would increase as result of population and income increases "as it has to if essential needs are to be met". The report also recognized that "living standards that go beyond the basic minimum are sustainable only if consumption standards everywhere have regard for long-term sustainability" and further stated that "perceived needs are socially and culturally determined, and sustainable development requires the promotion of values that encourage consumption standards that are within the bounds of the ecological possible and to which all can reasonable aspire".

2.2. Earth Summit

Five years after the publication of the Brundtland Report, in 1992, world leaders met in Brazil for the Earth Summit. The outcome documents, which include the Agenda 21[7], the Rio Declaration and the Forest Principles, the Convention on Biological Diversity (CBD) and the United Nations Framework Convention on Climate Change

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[6] Available at http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/38/161 Last accessed in May,2015
[7] Agenda 21 available at https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf
Last accessed in May, 2015

(UNFCCC), have all been instrumental for the international debate on sustainable development and continue to serve as basis for international and national actions on development and environmental issues. Two years later, in 1994, also as a result of the Earth Summit's discussions, the United Nations Convention to Combat Desertification (UNCCD) was launched.

Agenda 21 called for a new global partnership "inspired by the need to achieve a more efficient and equitable world economy, keeping in view the increasing interdependence of the community of nations, and that sustainable development should become a priority item on the agenda of the international community" and listed several priority areas that should be properly addressed in order to achieve sustainable development. Consumption and production patterns were included among the priority areas.

2.3. Millennium Development Goals

In 2000 the Millennium Development Goals (MDGs)[8] were adopted at the Millennium Summit jointly with the Millennium Declaration[9], which reaffirmed support for the Agenda 21 and declared that no "effort should be spared" to prevent "the threat of living on a planet irredeemably spoilt by human activities, and whose resources would no longer be sufficient for their needs". The MDGs consisted of eight time-bound and measurable goals for combating extreme poverty, as well as hunger, disease, illiteracy, environmental degradation and discrimination against women, to be achieved by 2015.

Although the MDGs have been successful in helping reduce extreme poverty, child mortality and improving access to water worldwide, their progress has been far from uniform across the globe or across all of the MDGs. There are still considerable disparities among and within countries. In addition, since the MDGs were focused on

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[8] Millennium Development Goals: 1) To eradicate extreme poverty and hunger; 2) To achieve universal primary education; 3) To promote gender equality and empower women; 4) To reduce child mortality; 5) To improve maternal health; 6) To combat HIV/AIDS, malaria, and other diseases; 7) To ensure environmental sustainability; and 8) To develop a global partnership for development

[9] Millennium Declaration: available at http://www.un.org/millennium/declaration/ares552e.pdf Last accessed in May, 2015

reducing extreme poverty, they did not include targets aimed at changing consumption patterns, an oversight recognized by the 2013 Report of the High-Level Panel of Eminent Persons on the Post-2015 Development Agenda[10].

2.4. Rio+20 and the Sustainable Development Goals

In 2012, twenty years after the Earth Summit, world leaders met once again in Rio de Janeiro, Brazil, for the United Nations Conference on Sustainable Development (UNCSD), also known as Rio+20. The Conference outcome document entitled "The Future We Want"[11] acknowledged the need to further mainstream sustainable development at all levels and to integrate economic, social and environmental aspects to achieve sustainable development in all its dimensions. The document also recognized that "fundamental changes in the way societies consume and produce are indispensable for achieving global sustainable development" and that "urgent action on unsustainable patterns of production and consumption where they occur remains fundamental in addressing environmental sustainability, and promoting conservation and sustainable use of biodiversity and ecosystems, regeneration of natural resources, and the promotion of sustained, inclusive and equitable global growth". In this sense, the document adopted the 10-Year Framework of Programmes (10YFP) on sustainable consumption and production[12], whose development was mandated by the Johannesburg Plan of Implementation[13].

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[10] The High Level Panel of Eminent Persons on the Post-2015 Development Agenda was convened by the United Nations Secretary-General Ban Ki-moon, in 2012, to advise on the global development framework beyond 2015. The Panel was co-chaired by President of Indonesia, Susilo Bambang Yudhoyono, President Ellen Johnson Sirleaf of Liberia, and Prime Minister of the United Kingdom, David Cameron, and it included leaders from civil society, private sector and government
[11] Rio+20 outcome document, "The Future we Want", available at: http://www.un.org/disabilities/documents/rio20_outcome_document_complete.pdf Last accessed in May, 2015
[12] In 1994, the Oslo Symposium introduced the concept of sustainable consumption and production (SCP). It defined it as "the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations"
[13] The Johannesburg Plan of Implementation (JPOI), available at http://www.un.org/esa/sustdev/documents/WSSD_POI_PD/English/WSSD_PlanImpl.pdf Last accessed in May, 2015, was adopted jointly with the Johannesburg Declaration on Sustainable Development in 2002 at the World Summit on Sustainable Development

"The Future We Want" called for the construction of the SDGs to expand the reach of the MDGs and to structure the path to sustainable development. For such purpose, it mandated the establishment of an inter-governmental process to develop a proposal of SDGs to be discussed by the UNGA at its 69th session. A 30-member Open Working Group (OWG) was established on 22 of January 2013 by decision of the UNGA. The work of the OWG was divided into two phases. The first phase, the stocktaking phase, started in 2013 and concluded in February 2014. This initial phase consisted in the presentation of concepts and priority areas that began to set the foundation and tone for the later discussions within the OWG and the development of a SDGs' proposal. The second phase of the OWG, called the consensus-building phase, began in early March 2014. This phase consisted in the definition of goals and respective targets to prepare and the finalization of the proposal. On July 19, 2014, the OWG released its proposal of SDGs consisting of 17 goals and 169 associated targets, which include as Goal 12 the commitment to "ensure sustainable consumption and production patterns". The OWG's proposal is currently being debated by the UNGA and the final set of SDGs jointly with their respective targets will be submitted to a vote in September 2015.

3. Analysis of the Results

The survey was conducted electronically through a questionnaire sent by email to a broad list of experts from Brazil, Sweden, and France, as well as from other countries distributed across all continents (hereinafter mentioned as "Other"). The intention was to explore the different perceptions of specialists from each of the three countries above listed about the concept of consumption patterns and the ways to tackle them, as well as analysing essential dimensions of what they involve and how to foster a transition to a more sustainable world.

The results relate to the totality of responses from 21 multiple-choice questions distributed across two main sections and eight sub-sections. The first section (Diagnosis) is dedicated to the conceptual aspects on consumption patterns for sustainable development, to the issues arising from the transition to a sustainable society, as well as to the obstacles, opportunities and risks that such transition entails. The second section is related to public policies and also alternatives to stimulate and govern the agendas. The analysis is structured as follows:

A. Diagnosis
   I. Concepts (5 questions)
   II. Transition Trends (6 questions)
   III. Obstacles, Opportunities and Risks (3 questions)
B. Proposals
   IV. Agenda (2 questions)
   V. Instruments (2 questions)
   VI. Monitoring (1 question)
   VII. Governance (1 question)
   VIII. Post-2015 International Development Agenda (1 question)

Each of the eight sub-sections is initiated by a summary on the main convergence and divergence issues among the responses of each question, followed by the description of each question, tabulation of responses per country and a graphic representation of the obtained answers, as well as comments and analysis of results.

A. DIAGNOSIS

I. Concepts

3.1.1. "How important is addressing consumption patterns for sustainable development?"

A) Very important
B) Important
C) Somewhat important
D) Not important

					(%)
Country	Very important	Important	Somewhat important	Not important	Total
Brazil	82.5	16.4	1.1	0.0	100.0
France	74.3	24.3	1.4	0.0	100.0
Sweden	81.8	13.6	4.5	0.0	100.0
Other	77.4	22.6	0.0	0.0	100.0
Total	80.6	18.3	1.1	0.0	100.0

This question aimed at verifying the relevance of tackling consumption patterns for sustainable development. The results indicated that the subject is, for almost the whole spectrum of respondents (98.9%), absolutely important. From the total number of respondents, 80.6% stated that consumption patterns are "very important".

The differences on responses between the set of countries analysed were negligible (Graph 1): 82.5% of the Brazilian respondents declared that the subject is "very important", followed by the Swedish (81.8%) and the French (74.3%); 16.4% of Brazilian, 13.6% of Swedish and 24.3% of French respondents indicated that the subject is simply "important".

On the other side, only 1.1% of the total respondents stated that consumption patterns are only "somewhat important" for sustainable development (where Sweden had the highest representation to his option among its respondents). Interestingly to

note, no country from the "Other" group of countries indicated the debate as "somewhat important" or "not important". Also, no country sustained "not-important" as a valid option, which indicates the international relevance of the topic among the experts that have contributed to the consultation process. This might imply on giving more specific attention to the levels and patterns of consumption when working on the whole spectrum of issues involved in sustainable development.

**Graph 1. Importance of addressing consumption patterns
for sustainable development**
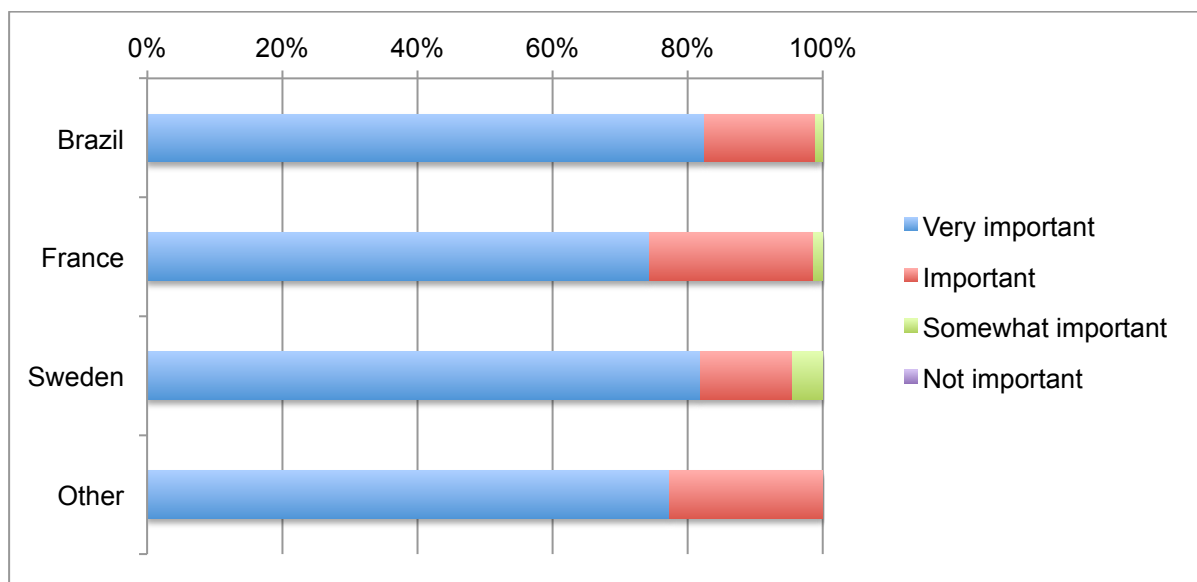
Therefore, the vast majority of the respondents agreed that addressing consumption patterns is "very important" or "important" to achieve sustainable development. But what do they actually mean when talking about consumption patterns for sustainable development?

3.1.2. "Which of the following expressions better fit the notion of consumption patterns for sustainable development?" (Choose up to 3 alternatives)

   A) Conscious consumption
   B) Responsible consumption
   C) Ethical consumption
   D) Green consumption
   E) Ecological consumption

F) Eco-friendly lifestyle
G) Individual well-being
H) Social welfare
I) Social equity
J) Other expressions

| | | | | | | | | | | (%) |
Country	A	B	C	D	E	F	G	H	I	J	Total
Brazil	21.8	24.3	11.2	4.5	6.6	8.5	1.3	8.3	11.3	2.3	100.0
France	12.1	22.2	10.6	3.0	10.6	15.7	4.5	6.6	13.1	1.5	100.0
Sweden	14.8	18.5	18.5	13.0	5.6	9.3	3.7	1.9	9.3	5.6	100.0
Other	14.0	24.8	10.7	8.9	7.5	7.9	3.7	3.7	15.4	3.3	100.0

After assessing how important is consumption patterns for sustainable development in the previous question, this one aimed at exploring the expressions that better fit the notion of consumption patterns for sustainable development. Collectively, the most important expression declared was "responsible consumption" (option "B" in the table above), which represented the most chosen option for all respondents from the different countries (Brazil: 24.3%; France: 22.2%; Sweden: 18.5%; Other: 24.8%). Only for the Swedish respondents the "ethical consumption" answers were indicated as equally relevant (18.5%) (Graph 2).

It is interesting to note that the main response to this question (responsible consumption) is also corroborated globally as one of the key topics for sustainable development. The United Nations Secretary-General Ban Ki-moon, as the leader of one of the most prominent organizations engaged on sustainable development initiatives, just invited countries to make the 2015 World Environment Day (June 5) a remarkable cornerstone to sustainable development by making one change towards a more responsible consumption of natural resources[14].

Other two prominent expressions were: "conscious consumption" (Brazil: 21.8%; France: 12.1%; Sweden: 14.8%; Other: 14.0%) and "social equity" (Brazil: 11.3%;

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[14]Available at http://www.un.org/apps/news/story.asp?NewsID=51063#.VYbFfZVRFjo Last accessed in June, 2015.

France: 13.1%; Sweden: 9.3%; Other: 15.4%). Not surprisingly, "individual well-being" was the least chosen option considered by respondents from all countries as a topic of great importance in the context of the Post-2015 Development Agenda and the Sustainable Development Goals. Question 18 of the questionnaire (or topic 3.8.1 of the present report) also shows, for example, that promoting well-being appears to be a priority only for those countries that have already reached sufficient levels of development in other topics (education, end of poverty, food and nutrition etc.), as the case as most of the developed countries.

Graph 2. Expressions that better fit the notion of consumption patterns for sustainable development
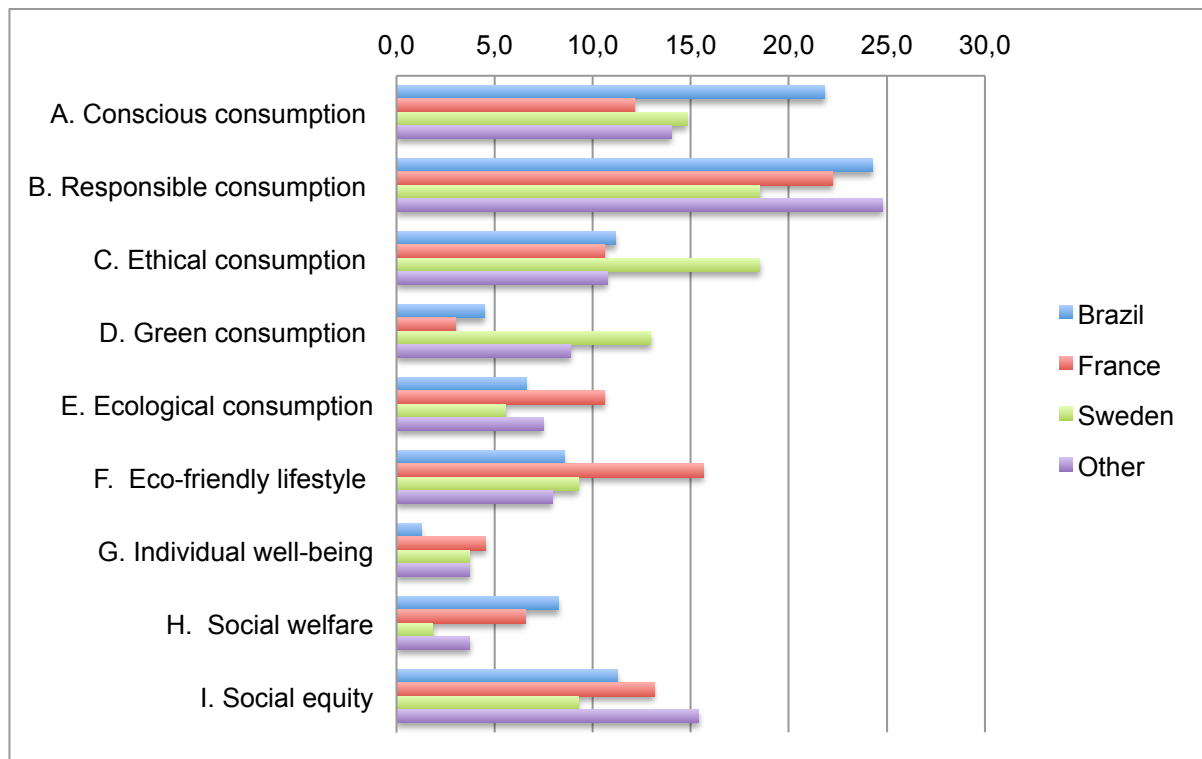
Expressions such as "green consumption" (Sweden: 13.0%), "social welfare" (Brazil: 8.3%), "ecological consumption" and "eco-friendly lifestyle" (France: 10.6% and 15.7%, respectively), although less considered, were deemed somewhat important to at least one country. Other expressions not listed above and that better express the notion of consumption patterns for sustainable development included "corporate responsibility to invest in the collection and recycling of their products after use by

consumers"; "greening the finance sector"; regulated consumption / Fairly taxed consumption"; "solidarity economy"; "future generations welfare", among others.

Reinterpreting the data, there are at least three groups of answers which could be combined by similarity: Group 1 (G1), which involves "conscious consumption", "responsible consumption" and "ethical consumption"; Group 2 (G2), which considers "green consumption", "ecological consumption" and "eco-friendly lifestyle"; and Group 3 (G3), which relates to "individual well-being", "social welfare" and "social equity". Last, it remained the recurrent "other expressions" (J), which did not appear to be very important.

					(%)
Country	G1	G2	G3	J	Total
Brazil	57.3	19.6	20.8	2.3	100.0
France	44.9	29.3	24.2	1.5	100.0
Sweden	51.9	27.8	14.8	5.6	100.0
Other	49.5	24.3	22.9	3.3	100.0

The answers from G1 were by far the most relevant ones, reinforcing that the concepts expressed in the three first options dominate the scene today. The words "conscious", "responsible" and "ethical" seemed to reflect a social trend in the adoption of these moral values. In one extreme it remains the answers from the Brazilian respondents (57.3%), while in the other it stays the French ones (44.9%).

In general, the answers from G2 and G3 received similar consideration by respondents from all countries. The answers from G2, containing the answers attached to the expressions "green", "ecological" and "eco-friendly lifestyle", (a trilogy more directly associated with environmental notions), attracted more European respondents. The answers from G3, with the expressions "individual well-being", "social welfare" and "social equity", established a more direct dialogue with the social dimension, with which the Swedish were less concerned.

Examples of answers from G4 (other expressions not listed in the options) were, among others: "corporate responsibility to invest in the collection and recycling of their products after use by consumers"; "greening the finance sector"; "regulated consumption / fairly taxed consumption"; "solidarity economy"; "future generation's welfare".

3.1.3. "Which consumption areas are more relevant in your country for sustainable development?" (Choose up to 3 alternatives)

A) Food and nutrition
B) Housing and appliances
C) Mobility and transport
D) Health and personal care
E) Water and sanitation
F) Clothing
G) Education
H) Communication and Information
I) Entertainment and leisure
J) Other sectors not listed

											(%)
Country	A	B	C	D	E	F	G	H	I	J	Total
Brazil	21.0	6.6	21.7	5.2	23.6	0.9	16.5	3.8	0.6	0.0	100.0
France	28.0	21.3	26.1	5.7	1.4	2.4	9.0	3.8	2.4	0.0	100.0
Sweden	28.6	25.4	33.3	1.6	1.6	1.6	1.6	4.8	1.6	0.0	100.0
Other	23.2	16.3	22.4	7.3	11.0	0.8	9.8	4.5	3.3	1.6	100.0

This question intended to verify what are the key areas and which of them should receive more attention. As expected, the answers were highly contextualized to the specific characteristics of each country.

"Water and sanitation" was the main area indicated by Brazilian respondents (23.6%), followed very closely by other two: "mobility and transport" (21.7%), and "food and nutrition" (21.0%). Improving water quality does not only improve citizens' quality of life, but also helps reduce pollution and minimize the release of hazardous chemicals and materials. As stated during the Open Working Group for Sustainable

Development Goals' discussions, increasing international cooperation and capacity-building support to developing countries in water and sanitation are relevant means of implementation to achieve equitable access to safe and affordable drinking water for all.

The main areas indicated in the French answers were "food and nutrition" (28.0%), "mobility and transport" (26.1%) and "housing and appliances" (21.3%), and such perception was also replicated in the Swedish responses (with a slight difference): "mobility and transport" (33.3%) comes first, followed by "food and nutrition" (28.6%) and finally "housing and appliances" (25.4%). (Graph 3)

Graph 3. Most relevant consumption areas for sustainable development in each country
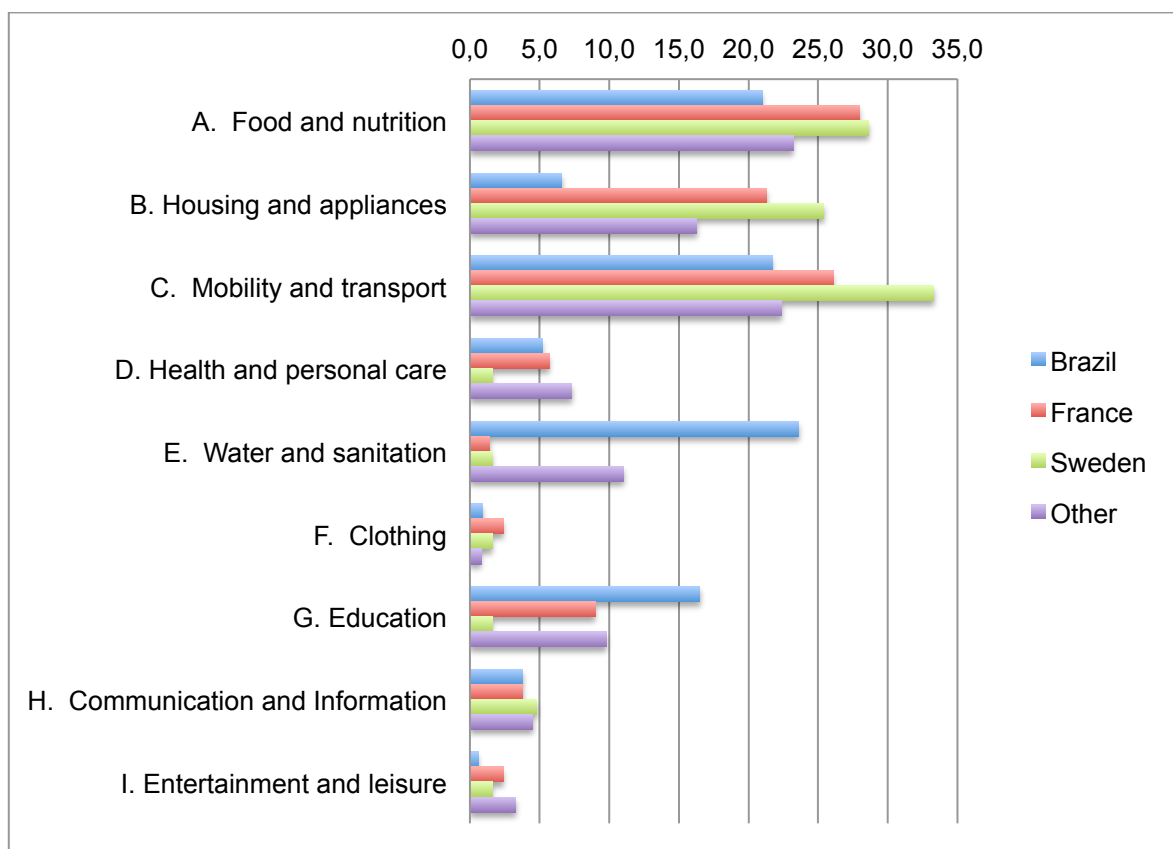
The results show great convergence with a sensible deviation related to the precarious provision of "water and sanitation" services, common in developing countries. This area was not indicated as a priority in the Swedish and French

answers, certainly because both countries have already achieved a development stage where widespread sanitation is a reality. The results from Other countries also converged on two of the three main topics collectively indicated by Brazil, France and Sweden: "food and nutrition" (23.2%) and "mobility and transport" (22.4%), and also on one topic of relevance highlighted by France and Sweden: "housing and appliances" (16.3%).

There were some other highlights to consider. One of them is the emphasis given to "education" (16.5%) in the Brazilian answers, which can be explained by the challenges associated with the universalisation of access to education in developing countries. French responses and even those from other countries follow the Brazilians to a lower degree (9.0% and 9.9%, respectively). Moreover, the preferences evidenced in answers from the latter also drive some attention to "water and sanitation" (11.2%), suggesting the presence of developing countries in that category.

It is also interesting to note that in the answers of the French and Swedish respondents "housing and appliances" (21.3% e 25.4%, respectively) was also deemed a key issue as opposed to Brazilian responses (6.6%). This was probably because in Brazil there are other areas that represent challenges yet to be overcome and therefore take precedence in the their choices in the context of Brazil's sustainable development.

Other sectors not listed above were also mentioned, such as "energy", "social support" and "research and incentives policies from government for business (and hard laws)". Energy-related issues were recurrent in the questions that allowed the respondents to make suggestions. The main concern expressed in the suggestions revolved around the removal of barriers to obtain access to clean energy technologies, especially in developing countries.

3.1.4. "Tackling consumption patterns in order to achieve sustainable development involves:" (Choose up to 2 alternatives)

    A) Satisfaction of basic needs
    B) Improvement of the quality of life
    C) Reduction of inequalities
    D) Make unsustainable products more expensive
    E) Concern for future generations
    F) Minimization of environmental impact (e.g. waste, pollution etc.)
    G) Use of natural resources within their capacity for renewal

								(%)
Country	A	B	C	D	E	F	G	Total
Brazil	13.0	11.4	17.5	15.0	4.9	21.3	16.9	100.0
France	16.3	4.1	17.0	8.8	10.2	17.0	26.5	100.0
Sweden	4.4	6.7	6.7	17.8	13.3	26.7	24.4	100.0
Other	9.9	11.7	19.8	10.5	9.3	19.8	19.1	100.0

This question aimed at identifying social, economic and environmental key consumption issues relevant for tackling consumption patterns to achieve sustainable development. Here it is possible to observe some convergences of opinion, where the majority of the responses from all respondents indicated "minimization of environmental impact" (Brazil: 21.3%; France: 17.0%; Sweden: 26.7%; Other: 19.8%) and the "use of natural resources within their capacity for renewal" (Brazil: 16.9%; France: 26.5%; Sweden: 24.4%; Other: 19.1%) as main concerns (Graph 4).

Brazilian (17.5%), French (17.0%) and Other countries (19.8%) responses also deemed quite relevant "reduction of inequalities", whereas this topic was as equally important as "minimization of environmental impact" (19.8%) for Other countries. Swedish responses did not show the same level of concern, and besides their two main responses regarding "minimization of environmental impact" and "using natural resources within their capacity for renewal, it also expressed greater concern on issues related to "make unsustainable products more expensive" (17.8%) and "concern for future generations" (13.3%).

**Graph 4. Tackling consumption patterns to
achieve sustainable development**
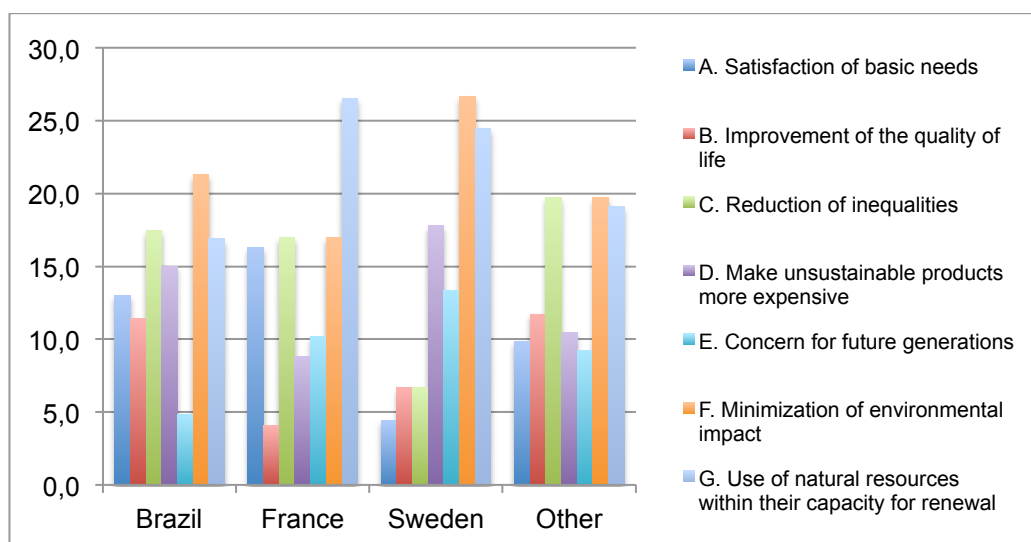
It is not surprising that inequality was highly chosen by Brazilian respondents because, although Brazil has managed to successfully reduce inequality in the past decade, income and social disparities are still major policy issues. The onset of the latest global financial crisis has also accentuated inequality rates in developed countries[15], with France having a current unemployment rate of 10.6%[16], which can possibly explain why inequality was also prominently indicated in the French responses.

Divergences on economic aspects were also highlighted with the alternative "make unsustainable products more expensive", with Brazilian and Swedish responses showing a more pronounced preference and answers from France and Other countries suggesting less support for such alternative (Brazil: 15.0%; France: 8.8%; Sweden: 17.8%, Other Countries: 10.5%). With regards to social issues, "satisfaction of basic needs" was four times less valued in the Swedish answers than in the French ones and three times less in the Brazilian case. On the other hand, Brazilian responses attributed double the importance to "improvement of the quality of life" compared with their French and Swedish counterparts.

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[15] http://www.oecd.org/els/soc/49499779.pdf. Last accessed in May, 2015

[16] http://ec.europa.eu/eurostat/documents/2995521/6807651/3-30042015-AP-EN.pdf/c619bed7-7d9d-4992-95c3-f84e91bfcc1d. Last accessed in May, 2015

3.1.5. "What are the main characteristics of consumption patterns that are incompatible with sustainable development?"

(Choose up to 4 alternatives)

A) Overconsumption by rich consumers
B) Under consumption by poor consumers
C) Inadequate food habits
D) High consumption of non-organic products
E) Inefficient use of consumer goods
F) Insufficient public transportation
G) Predominance of the use of fossil fuels
H) Wide use of toxic, dangerous and non-biodegradable materials
I) Exaggerated use of packaging materials
J) Large production and inadequate disposal of waste and sewage
K) Inadequate water use
L) Unfair labour conditions
M) Unfair trade conditions

| | | | | | | | | | | | | | | (%) |
Country	A	B	C	D	E	F	G	H	I	J	K	L	M	Total
Brazil	11.9	3.5	4.7	2.7	8.7	9.0	14.5	11.6	4.9	12.9	12.0	1.2	2.4	100.0
France	15.2	1.9	6.7	1.9	6.7	5.2	18.5	14.1	4.1	10.7	4.8	5.6	4.8	100.0
Sweden	20.3	10.1	3.8	0.0	7.6	3.8	16.5	19.0	0.0	6.3	2.5	8.9	1.3	100.0
Other	15.9	3.7	5.7	3.0	9.1	6.1	16.9	12.5	6.8	8.8	6.1	1.7	3.7	100.0

This question intended to assess the most dissenting features of consumption patterns, highlighting the main areas where governments could give more (or less) attention when creating and/or effectively implementing public. Some traits of consumption patterns incompatible with sustainable development were ascertained by the answers obtained herein (Graph 5).

Graph 5. Characteristics of consumption patterns that are incompatible with sustainable development (%)
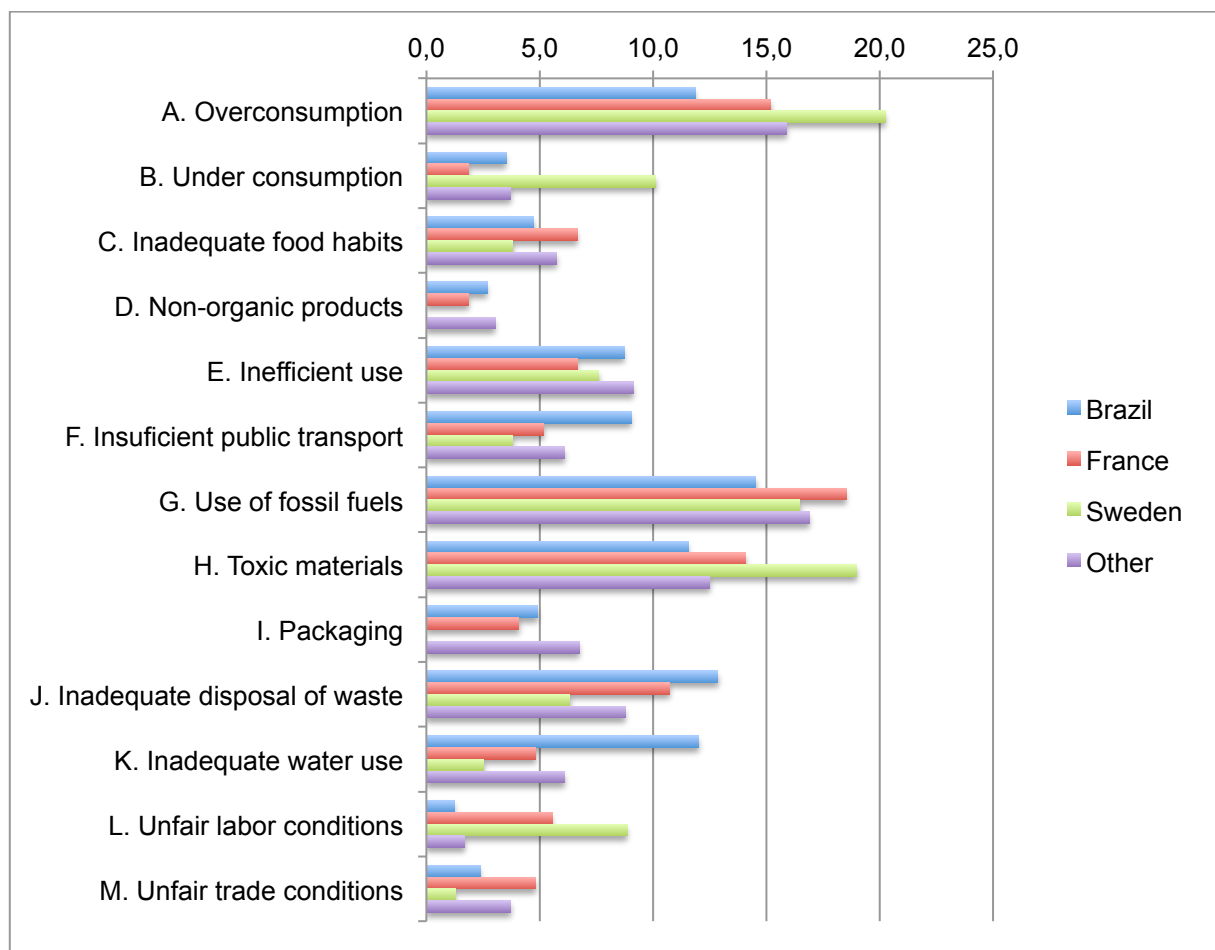
Brazilian and French answers indicated "predominance of the use of fossil fuels" as the main characteristic (Brazil: 14.5%; France: 18.5%; Other: 16.9%). This alternative was highly featured among Swedish responses but it was less valued than "over consumption by rich consumers" (20.3%) and "wide use of toxic, dangerous and non-biodegradable materials" (19.0%). "Over consumption by rich consumers" was the

second most popular characteristic in the answers provided by French nationals (15.2%) and only the fourth most popular for Brazilians (11.9%), whereas "wide use of toxic, dangerous and non-biodegradable materials" was the third most popular for the French (14.1%) and the fifth for Brazilians (11.6%). Swedish responses also contrasted substantially with regards to "under consumption by poor consumers", which was the fourth most popular characteristic for Swedish nationals (corresponding to 10.1% of their total answers) and was one of the least popular for Brazilian (3.5%) and French (1.9%) respondents.

The responses provided by the Brazilian nationals differed considerably from the French and Swedish with regards to "inadequate water use". This was the third most relevant characteristic for Brazilians, corresponding to 12.0% of their total answers, almost three times the amount of French responses (4.8%) and almost five times the Swedish (2.5%). The second most favoured characteristic by Brazilians was "large production of waste and inadequate disposal of waste and sewage" (12.9%), a choice replicated to a lesser extent by the French nationals (10.7%) and not at all by the Swedish (6.3%).

II. Transition

3.2.1. "The global transition to consumption patterns for sustainable development requires radical changes":

	Strongly disagree	Disagree	Agree	Strongly agree
In individual behaviour				
In society				
In the economy				
In the environment				

(%)

		Brazil	France	Sweden	Other
In individual behaviour	Strongly agree	67.6	67.6	54.2	52.5
	Agree	27.1	29.4	41.7	33.8
	Disagree	3.5	2.9	4.2	7.5
	Strongly disagree	1.8	0.0	0.0	6.3
	Total	100.0	100.0	100.0	100.0
In society	Strongly agree	70.0	78.3	75.0	68.8
	Agree	26.8	21.7	20.8	19.5
	Disagree	1.5	0.0	4.2	3.9
	Strongly disagree	1.8	0.0	0.0	7.8
	Total	100.0	100.0	100.0	100.0
In the economy	Strongly agree	70.6	81.4	83.3	64.2
	Agree	25.2	15.7	16.7	23.5
	Disagree	2.1	2.9	0.0	4.9
	Strongly disagree	2.1	0.0	0.0	7.4
	Total	100.0	100.0	100.0	100.0
In the environment	Strongly agree	44.3	38.2	45.5	33.8
	Agree	26.6	39.7	27.3	37.7
	Disagree	19.5	14.7	22.7	15.6
	Strongly disagree	9.6	7.4	4.5	13.0
	Total	100.0	100.0	100.0	100.0

Graph 6. Required changes for a global transition to consumption patterns for sustainable development

In individual behavior

	Strongly agree	Agree	Disagree	Strongly disagree
Brazil	67,6	27,1	3,5	1,8
France	67,6	29,4	2,9	0,0
Sweden	54,2	41,7	4,2	0,0
Other	52,5	33,8	7,5	6,3

In society

	Strongly agree	Agree	Disagree	Strongly disagree
Brazil	70,0	26,8	1,5	1,8
France	78,3	21,7	0,0	0,0
Sweden	75,0	20,8	4,2	0,0
Other	68,8	19,5	3,9	7,8

In the economy

	Strongly agree	Agree	Disagree	Strongly disagree
Brazil	70,6	25,2	2,1	2,1
France	81,4	15,7	2,9	0,0
Sweden	83,3	16,7	0,0	0,0
Other	64,2	23,5	4,9	7,4

In the environment

	Strongly agree	Agree	Disagree	Strongly disagree
Brazil	44,3	26,6	19,5	9,6
France	38,2	39,7	14,7	7,4
Sweden	45,5	27,3	22,7	4,5
Other	33,8	37,7	15,6	13,0

Strongly agree   Agree   Disagree   Strongly disagree

29

Most of the respondents to this question indicated that they strongly agree that changes in society (Brazil: 96.8%; France: 100.0%; Sweden: 95.8%; Other: 88.3%), in the economy (Brazil: 95.8%; France: 97.1%; Sweden: 100.0%; Other: 87.7%), and individual behaviour (Brazil: 94.1%; France: 97.0%; Sweden: 95.9%; Other: 86.3%) are critical for sustainable development. This seems to reinforce the idea that consumption patterns oriented to sustainable development may necessarily require deep cultural and social change, by far exceeding the simple economic impact (Graph 6).

A lower rate of "strongly agree" responses was denoted to changes in the environment, but this option still represents high relevance (Brazil: 44.3%; France: 38.2%; Sweden: 45.5%; Other: 33.8%).

Interestingly, even though changes in the environment also shows that the majority of respondents either "strongly agree" or "agree" the number of respondents that chose "disagree" (Brazil: 19.5%; France: 14.7%; Sweden: 22.7%; Other: 15.6%) and "strongly disagree" (Brazil: 9.6%; France: 7.4%; Sweden: 4.5%; Other: 13.0%) was considerably higher than in all other dimensions.

Overall, the results are in line with the common understanding that consumption patterns result from cultural and social constructions, therefore warranting alterations in individual and collective behaviours in order to make changes effective. Regarding changes in the economy, consumption was widely considered as an important driver for economic growth and the result shown herein could be reflecting certain aspects of the on-going debate on alternative methods to measure development.[17] These final results concerning the environmental dimension seem to support the notion that the debate on sustainable development cannot be restricted only to the environmental aspects.

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[17] An example of such debate is the European Union's "Beyond GDP" initiative; see at: http://ec.europa.eu/environment/beyond_gdp/index_en.html. Last accessed in May, 2015

3.2.2. "Is the transition to consumption patterns for sustainable development compatible with economic growth?"

    a) Yes, with higher average growth rates than today
    b) Yes, with the same average growth rates as today
    c) Yes, but with lower average growth rates than today
    d) No, such a transition would result in zero or negative growth rates

					(%)
Country	Yes, with higher growth rates	Yes, with the same growth rates	Yes, but with lower growth rates	No, it would result in zero or negative growth	Total
Brazil	19.4	23.6	47.9	9.1	100.0
France	21.2	25.8	47.0	6.1	100.0
Sweden	18.2	18.2	54.5	9.1	100.0
Other	23.8	20.0	38.8	17.5	100.0

This question aimed at analysing the respondent's perception about the compatibility between the transition to consumption patterns for sustainable development and economic growth. The collective responses indicated that the transition to consumption patterns for sustainable development is compatible with economic growth, but with lower growth rates.

Aggregating "higher" and "same average growth rates", and comparing with "lower" and "zero or negative growth rates" jointly, as seen in Graph 7, French respondents were the most optimistic, whereas the Swedish show more pessimism (respectively 47.0% vs. 53.0% for France and 36.4% vs. 63.6% for Sweden). Brazilian respondents were in the middle (43.0% vs. 57.0%). In extremes, both Swedish and Brazilian respondents have similar perceptions on "higher growth rates" (Brazil: 19.4%; Sweden: 21.2%) and the same on "zero or negative growth rates" (both 9.1%), whereas in the intermediate positions both French and Brazilian manifest similar opinions: on "lower growth rates" (Brazil: 47.9; France: 47.0) and on the "same growth rates" (Brazil: 23.6%; France: 25.8%).

Graph 7. Compatibility between the transition to consumption patterns for sustainable development and economic growth
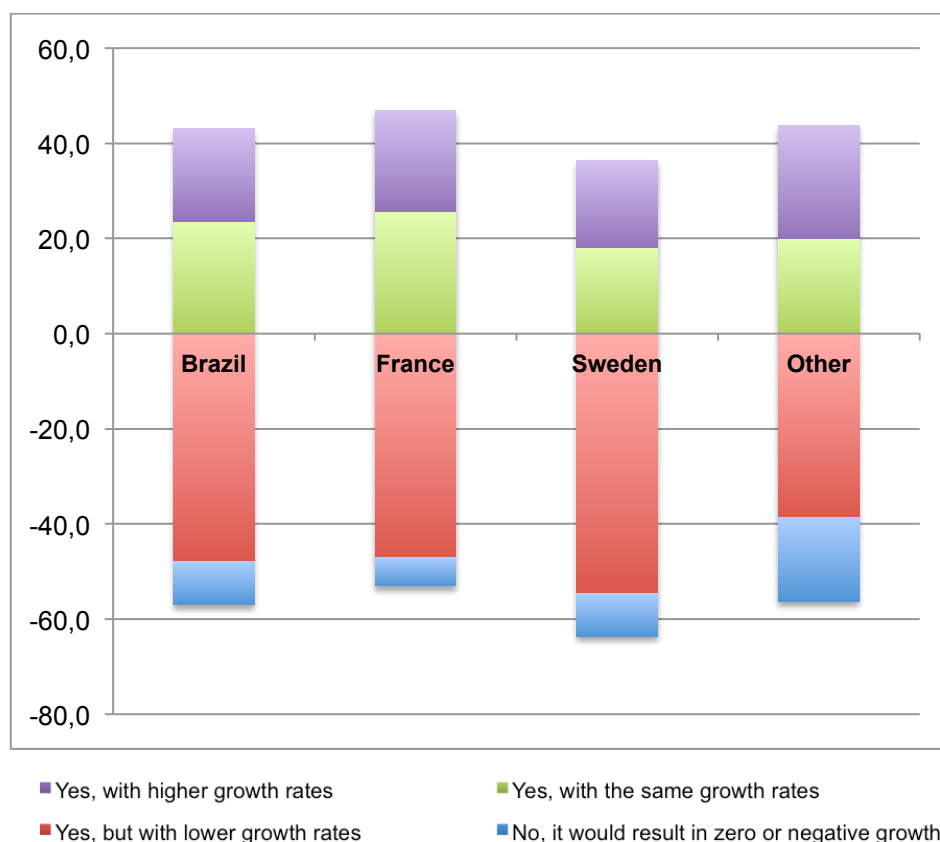
Overall, the majority of the responses from all countries (Brazil: 47.9%; France: 47.0%; Sweden: 54.5%) indicated that a transition to consumption patterns attuned to sustainable development is compatible with economic growth but it would result in lower average growth rates than the ones seen today.

A considerable portion of the respondents also thought that a transition would not alter the current growth rates (Brazil: 23.6%; France: 25.8%; Sweden: 18.2%) and some accepted that it is possible with higher average growth rates (Brazil: 19.4%; France: 21.2%; Sweden: 18.2%).

Only very few respondents identified incompatibilities between consumption patterns attuned to sustainable development and economic growth, believing it would result in zero or negative growth rates (Brazil: 9.1%; France: 9.1%; Sweden: 17.5%).

Three years ago, in 2012, CGEE, IDDRI and Growth Analysis conducted the "International Consultation on Perceptions about the Green Economy [18]", an initiative that assessed the perceptions on perspectives of building a green economy for sustainable development. This question is analogous to one present in the preview consultation since it covered the same spectrum of answers, albeit with respect to the dynamics of the economy, and since the debate on green economy in the wake of Rio+20 was just another chapter of the international debate on sustainable development, it is relevant to see if perceptions since then have somehow changed (Graph 8).

Graph 8. Comparison between the current consultation on consumption patterns and the consultation on the green economy held in 2012

Obs: CP (Consumption Patterns); GE (Green Economy)

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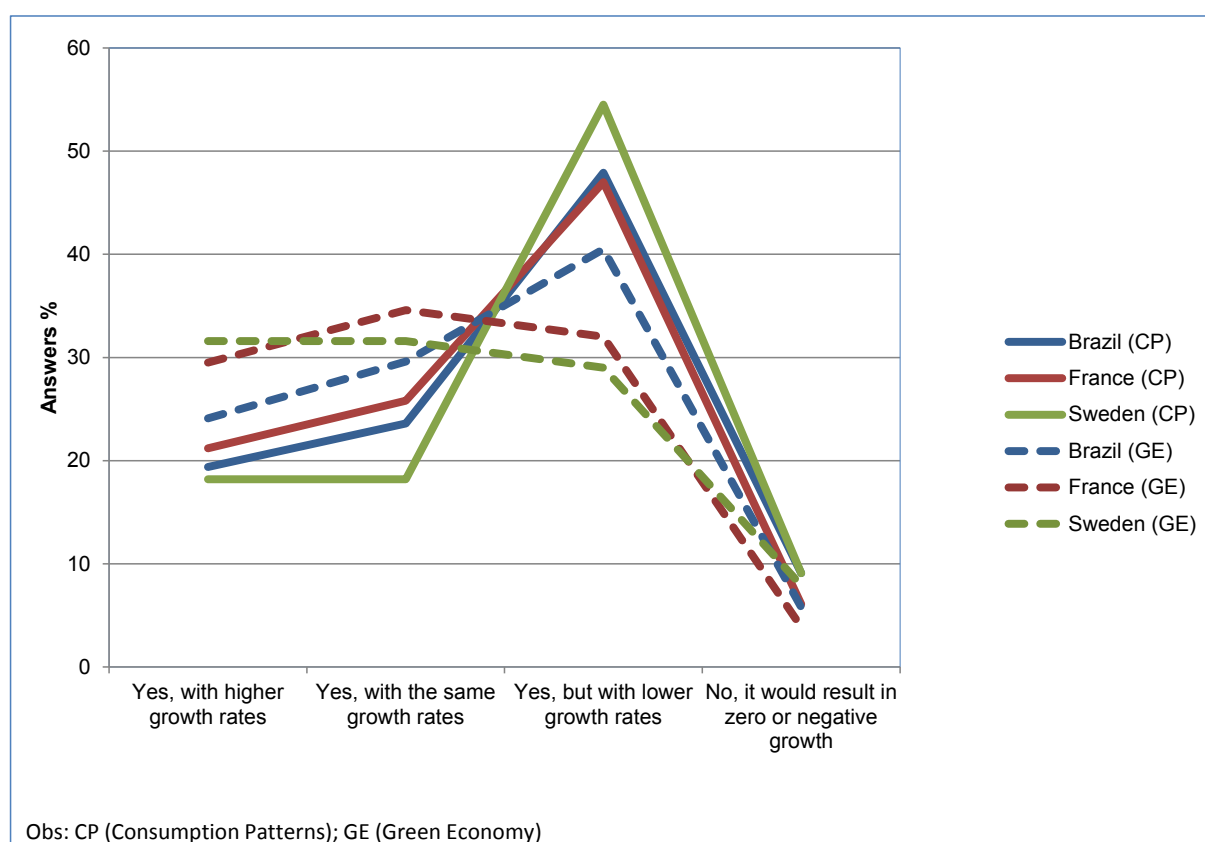
[18] "Green Economy for the Sustainable Development". Available at http://www.cgee.org.br/publicacoes/economia_verde.php Last accessed in June, 2015

In general, there was an increase in pessimism when comparing the results with the ones obtained in the International Consultation on Perceptions about the Green Economy, prior to the Rio+20 Conference. A greater amount of answers now indicated that the economic growth rates are likely to be lower. As expected, only few respondents believed that the economy could evolve faster or in a similar way than in the answers from the past consultation on the green economy. Curiously, the Swedish answers, then the more optimistic ones, have now moved to the opposite side, with more than 50% of the respondents indicating that the transition to consumption patterns for sustainable development is compatible but with lower growth rates.

3.2.3. "In which consumption areas are technological evolution more necessary to achieve sustainable development?" (Choose up to 3 alternatives)

The majority of the answers provided herein indicated "mobility and transport" as the most important area for technological innovation, and there responses are well-aligned with the responses of Question 3 of the questionnaire (item 3.1.3. on this report), where the respondents indicated that "mobility and transport" was one of the most relevant areas for sustainable development in their country. The perception of its importance was slightly more accentuated in the responses from Swedish nationals (Brazil: 25.5%; France: 27.6%; Sweden: 33.3%; Other: 26%).

Another important area indicated in the answers from all countries was "food and nutrition", showcasing a more balanced distribution of responses (Brazil: 17.2%; France: 16.8%; Sweden: 15.8%; Other: 16.5%). Again, this response corroborates with the ones from previous items previously discussed in this document. Item 3.1.2 of this document or question 2 of the questionnaire), focused on the expressions that better fit the notion of consumption patterns for sustainable development; and (item 3.1.3 of this document or question 3 of the questionnaire), focused on the most relevant areas for sustainable development, where "food and nutrition" was among the most chosen options.

3.2.3. "In which consumption areas is technological evolution more necessary to achieve sustainable development?" (Choose up to 3 alternatives)

A) Food and nutrition
B) Housing and appliances
C) Mobility and transport
D) Health and personal care
E) Water and sanitation
F) Clothing
G) Education
H) Communication and Information
I) Entertainment and leisure
J) Other sectors not listed

(%)

Country	A	B	C	D	E	F	G	H	I	J	Total
Brazil	17.2	10.2	25.5	3.7	23.1	0.6	12.6	3.9	0.3	2.9	100.0
France	16.8	21.9	27.6	5.6	12.2	0.0	8.2	2.6	2.0	3.1	100.0
Sweden	15.8	19.3	33.3	0.0	8.8	10.5	7.0	1.8	0.0	3.5	100.0
Other	16.5	11.3	26.0	5.6	15.2	0.4	11.7	9.5	1.7	2.2	100.0

With regard to "education", Brazilian answers showed more relevance to this area than their French and Swedish counterparts (Brazil: 12.6%; France: 8.2%; Sweden 7.0%; Other: 11.7%) (Graph 9). As in the same case of "improved nutrition" in Question 3.1.3 (regarding the most relevant areas for sustainable development), education was highly indicated among Brazilian respondents but was not indicated as a priority in the Swedish and French answers, probably because both countries have already achieved a high level of education within their society. "Education" was also highlighted in the answers of the respondents from Other countries, probably due to a higher participation of participants from developing countries".

Graph 9. Consumption areas where technological evolution is more necessary too achieve sustainable development
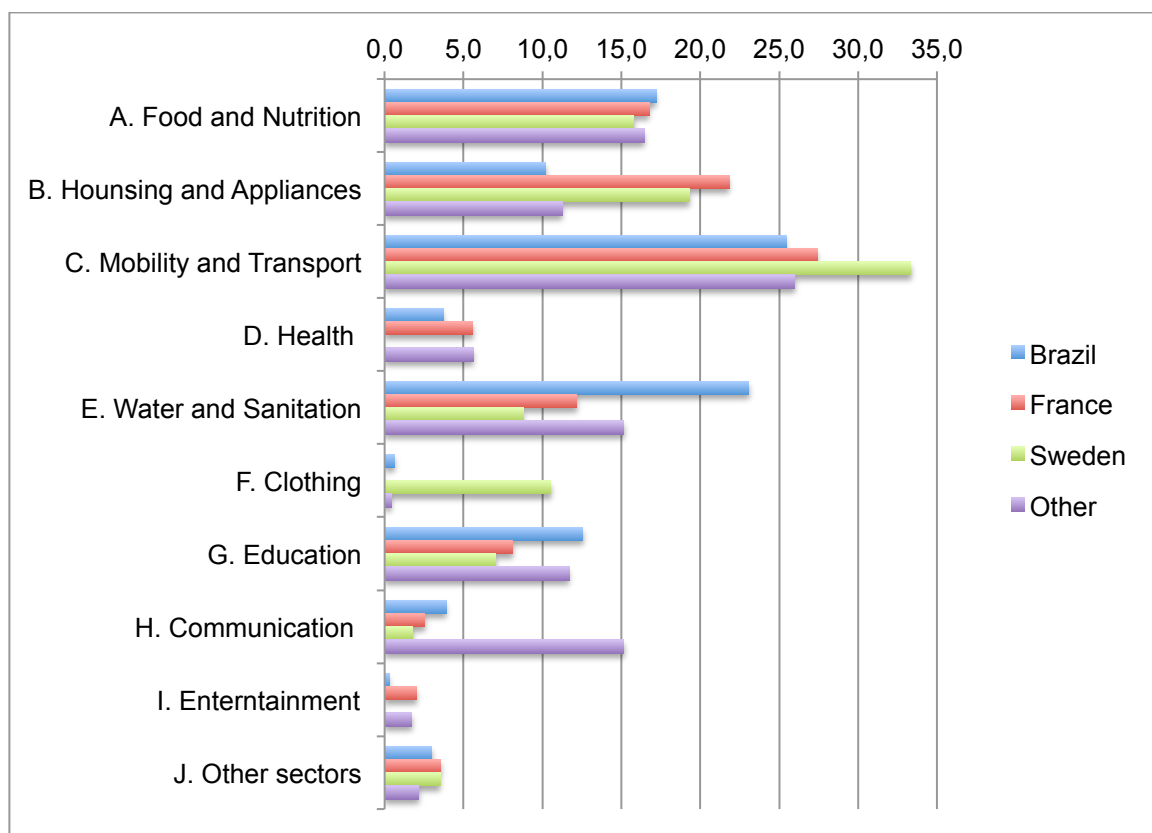
Regarding the most expressive differences, French and Swedish responses suggest that "house and appliances" was also deemed very important (France: 21.9%; Sweden: 19.3%; Other: 11.3%), twice the Brazilian showed preference for this

particular area (10.2%). Furthermore, Brazilian answers indicated that respondents attributed greater significance to "water and sanitation" (Brazil: 23.1%; : 15.2%) than the French and the Swedish respondents (France: 12.2%; Sweden: 8.8%).

Finally, only in the Swedish answers was "clothing" featured prominently (Brazil: 0.6%; France: 0.0%; Sweden: 10.5%; Other: 0.4%), whereas "health and personal care" received no consideration from that country (Brazil: 3.7%; France: 5.6%; Sweden: 0.0%; Other: 5.6%).

3.2.4. "Which areas of knowledge are more relevant to accelerate changes in consumption patterns for sustainable development?" (Choose up to 3 alternatives)

This question assessed the most relevant areas of knowledge to foster consumption patterns progress for sustainable development. Either considering the responses individually (by each country or group of country) or taken the responses from all the countries together, "education" was clearly considered the most relevant area of knowledge to accelerate changes in consumption patterns for sustainable development (Brazil: 27.5%; France: 25.2%; Sweden: 18.8%; Other: 22.5%).

The answers provided by Swedish nationals also highlighted "education", but in a relative moderate way (18.8%). However, Swedish responses attributed an importance as expressive to "social sciences, journalism and information" (17.2%), contrasting with the answers from the French (9.0%) and the Brazilians (9.9%). A minor amount of answers went to that traditional area and also to "business, administration and law" (Graph 10).

"Engineering, manufacturing and construction" was another area of great concern for respondents of all countries (Brazil: 18.9%; France: 15.8%; Sweden: 14.1%; : 18.1%), which was followed closely by the alternative "agriculture, forestry, fisheries and veterinary" (Brazil: 16.5%; France: 14.9%; Sweden. 14.1%; Other: 16.7%).

3.2.4. "Which areas of knowledge are more relevant to accelerate changes in consumption patterns for sustainable development?" (Choose up to 3 alternatives)

A) Education
B) Arts and Humanities
C) Social Sciences, Journalism and Information
D) Business, Administration and Law
E) Natural Sciences, Mathematics and Statistics
F) Information and Communications Technology
G) Engineering, Manufacturing and Construction
H) Agriculture, Forestry, Fisheries and Veterinary
I) Health and Welfare
J) Services
K) Other areas not listed above

											(%)
Country	A	B	C	D	E	F	G	H	I	J	K	Total
Brazil	27.5	1.3	9.0	11.8	2.9	5.1	18.9	16.5	3.2	2.9	0.9	100.0
France	25.2	1.5	9.9	14.9	5.9	5.4	15.8	14.9	3.5	1.5	1.5	100.0
Sweden	18.8	0.0	17.2	14.1	6.3	6.3	14.1	14.1	1.6	1.6	6.3	100.0
Other	22.5	2.6	11.5	8.8	4.4	7.5	18.1	16.7	4.0	2.6	1.3	100.0

Note that some of the most important scientific areas, such as "natural sciences, mathematics and statistics", "information and communication technologies" or even other areas such as "health and welfare"; "services" and "Arts and Humanities" received less attention from the majority of the respondents. Other areas not listed above included: "philosophy", "psychology (consumer behaviour)". "regulation and control"; among others.

Graph 10. Most relevant areas of knowledge to accelerate changes in consumption patterns for sustainable development
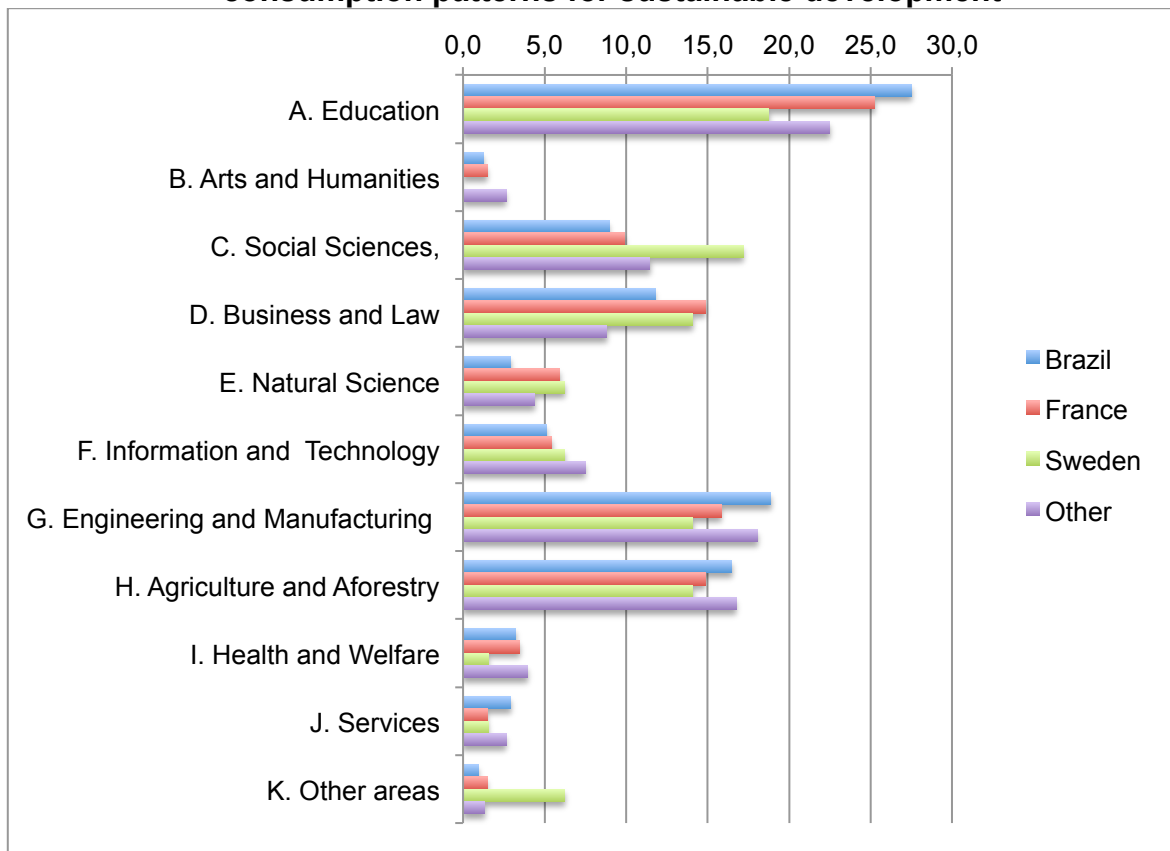
3.2.5. "What changes are necessary at the international level to enable the global transition to consumption patterns attuned to sustainable development?" (Choose up to 3 alternatives)

A) Increase progress in the implementation of the UN conventions
B) Provide adequate funding for the 10-Year Framework of Programmes on Sustainable Consumption and Production – 10YFP (UNEP)
C) Include in the 10YFP programmes aimed at social behaviours and cultural values related to consumption habits
D) Enhance cooperation for capacity building, knowledge transfer and innovation for sustainable technologies
E) Incorporate in the post-2015 development agenda actions related to changing consumption patterns
F) Take into consideration social and environmental concerns in matters addressed by financial organizations
G) Strengthen and better integrate all UN programmes, agencies and organizations
H) Improve the integration of agendas among multilateral organizations
I) Enforce the application of the common but differentiated responsibilities
J) Other areas not listed

											(%)
Country	A	B	C	D	E	F	G	H	I	J	Total
Brazil	8.2	7.6	9.4	21.4	11.4	15.2	6.5	9.7	8.9	1.8	100.0
France	7.2	10.5	7.7	17.1	9.9	22.7	3.9	5.0	11.6	4.4	100.0
Sweden	13.8	8.6	5.2	17.2	3.4	27.6	5.2	6.9	8.6	3.4	100.0
Other	6.8	11.4	8.2	20.5	14.1	11.4	6.4	8.2	8.2	5.0	100.0

This question aimed at verifying which international changes are needed to enable consumption patterns for sustainable development.

Jointly, the responses indicated that "enhance cooperation for capacity building, knowledge transfer and innovation for sustainable technologies" and "take into consideration social and environmental concerns in matters addressed by financial organizations" are the major changes to be implemented at the international level.

Graph 11. Changes necessary at the international level to enable the global transition to consumption patterns attuned to sustainable development
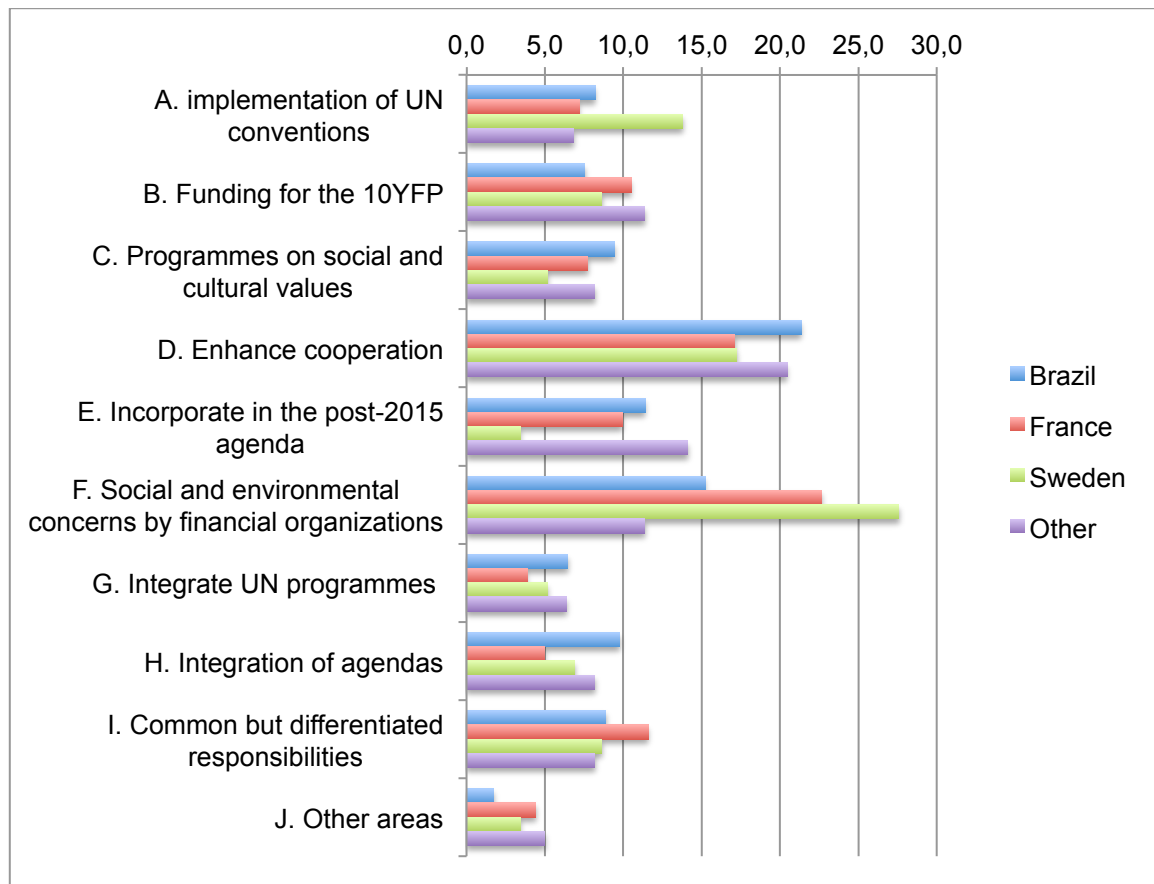
Analysing each country separately, the clear perception showcased in the answers from Swedish and French nationals was that the most important changes at the international level to enable the transition involve "take into consideration social and environmental concerns in matters addressed by financial organizations" (France:

22.7%; Sweden 27.6%). This explains most of the pragmatic behaviour pursued by the developed countries in the on-going debate about climate change and the necessary actions to avoid or reduce its consequences by internalizing the negative social and environmental externalities in the production system. In the Brazilian answers this issue received also substantial consideration (15.2%), where it was the second most popular alternative (Graph 11).

Brazilian responses indicated "enhancement of cooperation for capacity building, knowledge transfer and innovation for sustainable technologies" (Brazil: 21.4%; Other: 20.5%), as the most important element, an issue featured in the French and Swedish answers as the second most popular (France: 17.1%; Sweden: 17.2%).

The alternative "enforce the application of the common but differentiated responsibilities" represented 11.6% of the French answers, 8.9% of the Brazilian and 8.6% of the Swedish. Considering that France will host in December 2015 the 21th annual Conference of Parties (COP 21) to the United Nations Framework Convention on Climate Change (UNFCCC), it is not a surprise that such an issue received more attention from the respondents from this particular country. Conversely, it is interesting to note that the Brazilian respondents have not highlighted such option as a top-priority change at the international level. The Brazilian government has been always supportive of the common but differentiated responsibilities principle; but scientists and academicians seem to be less supportive on this issue, and the results can be a reflect of a lower participation of the public administration (17.2%) and a higher participation of respondents from "Study & research" (54.9%), as explained in the methodological note.

It could be highlighted the low interest indicated in the Swedish responses regarding "incorporate in the post-2015 development agenda actions related to changing consumption patterns", in comparison with the answers from other countries (Sweden: 3.4%; Brazil: 11.4%; France: 9.9%).

The five alternatives involving the United Nations and other multilateral organizations and initiatives were similarly considered in the answers from all countries. But there was a more pronounced distinction between the perception of the need to "increase

progress in the implementation of the UN conventions", which was strongly supported by Swedish answers and not so much in the Brazilian and French (Brazil: 8.2%; France: 7.2%; Sweden: 13.8%). Another answer that received a more pronounced distinction was the "inclusion in the 10YFP programmes aimed at social behaviours and cultural values related to consumption habits" (Brazil: 9.4%; France: 7.7%; Sweden: 5.2%), the preferred option for Brazilians and French respondents.

Other important changes also mentioned by some respondents were: "distributing the action and money"; "legally binding targets"; "create and implement national policy and laws to enforce more sustainable businesses and societies (based on UN principles/conventions)"; "create tax fossil fuels, redirect subsidies"; among others.

3.2.6. "Which areas of the 10YFP should be prioritized to enable the global transition to consumption patterns for sustainable development?" (Choose 2 alternatives)

- A) Consumer information
- B) Lifestyles and education
- C) Public procurement
- D) Buildings and construction
- E) Tourism, including ecotourism
- F) Food systems

							(%)
Country	A	B	C	D	E	F	Total
Brazil	25.8	36.5	9.0	11.2	1.1	16.4	100.0
France	16.2	31.6	11.8	13.2	0.0	27.2	100.0
Sweden	10.3	35.9	20.5	10.3	0.0	23.1	100.0
Other	17.8	30.3	15.8	10.5	2.6	23.0	100.0

This part of the questionnaire asked respondents to indicate which of the existing six programmes of the 10YFP have greater importance in the transition of consumption patterns for sustainable development.

At the international level the most relevant action targeting consumption and production patterns is the Ten-Year Framework of Programmes on Sustainable Consumption and Production (10YFP), an initiative resulting from the efforts of implementing the provisions of Agenda 21 following its adoption in 1992. In light of the definition of the post-2015 development agenda and the sustainable development goals, the 10YFP is gaining prominence as an important tool to address consumption and production matters.

The 10YFP proposed an initial and non-exhaustive list of the first five programmes proposed in this questionnaire (a sixth programme on Sustainable Food Systems was later approved). The programmes were built over the experience gained through the Marrakech Process including those areas identified in the regional sustainable consumption and production round tables, strategies and action plan.

In the answers from all countries "lifestyles and education" was named as the most important area (Brazil: 36.5%; France: 31.6%; Sweden: 35.9%). This result is not surprising for France and Sweden, whose Ministry of Ecology, Sustainable Development and Energy and Ministry of Environment, respectively, are involved in the governance of this programme. In fact, responses related to education have been emphasized over the whole set of responses analysed in the present report as one of the key issues for consumption patterns attuned to sustainable development. Strengthening educational capacity building in developing countries is also seen as strategic by the "Common Position of the Group of 77 and China on Means of Implementation for Sustainable Development Goals", including increasing the number of research and assistance, as well as on enhancing North-South cooperation to assure high teaching quality. Also, it was interesting to note that the respondents from all countries considered the action aimed at building "a shared vision of sustainable lifestyles" as highly important. (Graph 12).

Significant differences are evident in the second most indicated programme in the answers. The second most important area indicated in the Brazilian answers was "consumer information" (25.8%). This preference suggests that the Brazilians value the availability and access to relevant, transparent and reliable information on the sustainability of goods and services to support consumers to make better choices.

Graph 12. Priority areas of the 10YFP to enable the global transition to consumption patterns for sustainable development
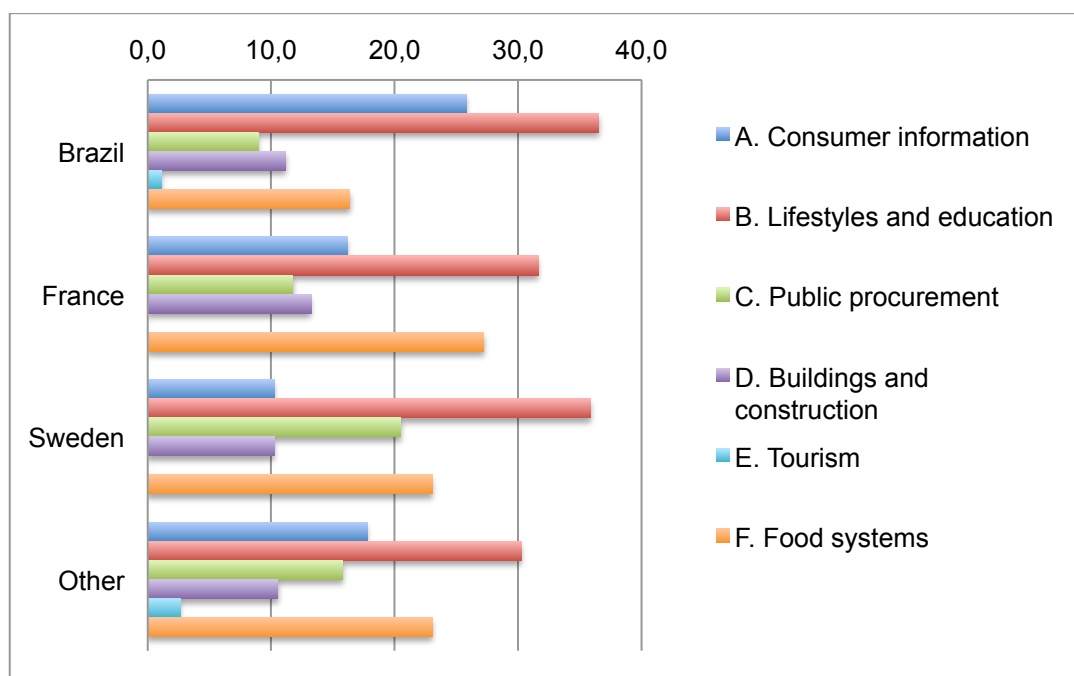
The answers from French nationals indicated "food systems" (27.2%) and the ones from the Swedish respondents rank "food systems" (23.1%) and "public procurement" (20.5%) almost as equally important. It shows that the perception from French and Swedish nationals who took part in the consultation consider that food systems also play a key role to enable global transition to consumption patterns for sustainable development. This topic has been highlighted in many instances in this report, both by respondents from developed countries and from developing countries, as indicated by the responses to the first part of this questionnaire. However, this programme is the only one of all 10YFP programmes that is yet to be launched, being currently still under public consultation. The second most popular choice among Swedish answers "public procurement" appeared to be more technical when compared to other programme areas, and such preference could be a result of the Swedish respondent's sample profile mainly composed by public administration participants. Finally, "tourism and ecotourism" was the least chosen option, collectively and individually (Brazil: 1.1%; France: 0.0%; Sweden: 0.0%).

The "transition" chapter showcased a scenario of more pessimism about the future trends of the economy and, probably by extension, of the society. This scenario ranged from Swedish (higher pessimism) to French (lower). Nevertheless, all respondents presented very similar priorities, the sole difference being that the developing countries respondents emphasized "water and sanitation" and "education" as key areas for technological evolution and knowledge creation.

With regards to what is needed to support such transition, the ideas were also clear: "take into consideration social and environmental concerns in matters addressed by financial organizations" and "enhance cooperation for capacity building, knowledge transfer and innovation for sustainable technologies". Considering the 10YFP, the answers were very convergent: the most relevant programme indicated in the answers was "lifestyles and education" followed by "consumers information" (for Brazilians) and "food systems".

III. Obstacles, Opportunities and Risks

3.3.1. "What are the main obstacles in your country for the adoption of consumption patterns aligned with sustainable development?" (Choose up to 3 alternatives)

A) Social and economic disparities
B) Low price of unsustainable consumer goods
C) Inadequate taxation structure
D) Insufficient public investment
E) Insufficient private investment
F) Restrictions on the diffusion of technologies aligned with sustainable development
G) Inadequate intellectual property framework for technologies aligned with sustainable development
H) Inadequate legal and regulatory framework to support improved technologies
I) Lack of proper pricing for the use of ecosystem services
J) Other areas not listed

| | | | | | | | | | | (%) |
Country	A	B	C	D	E	F	G	H	I	J	Total
Brazil	26.0	8.5	11.8	14.9	5.3	8.0	4.0	8.8	9.2	3.5	100.0
France	12.8	19.1	17.0	11.7	4.8	5.9	2.7	7.4	12.8	5.9	100.0
Sweden	7.3	29.1	23.6	3.6	0.0	0.0	1.8	9.1	21.8	3.6	100.0
Other	19.5	15.1	9.3	14.1	8.8	7.3	3.9	6.8	9.8	5.4	100.0

This question assesses the main obstacles to be faced by countries to reach consumption patterns for sustainable development. The main responses of all countries indicated that the three key obstacles were: "social and economic disparities"; "low price of unsustainable consumer goods"; and "inadequate taxation structure".

Responses from Brazilian nationals indicated as the main obstacle for the adoption of consumption patterns aligned with sustainable development "social and economic disparities" (26.0%). Such choice seems to be directly linked to the remaining

significant problem of income inequalities in the country, even if in recent decades there has been a significant decline as observed in World Bank's GINI index (59.6 in 2001 and 52.7 in 2012). Contrarily, the opposite trend has been observed in developed countries. France, for instance, have moved approximately from 0.27 in 2004 to 0.30 in 2013 and Sweden from 0.23 to 0.25 in the same period for a similar index (Eurostat, 2015).[19] In the French answers this issue was also important (12.8%). Only for the Swedish inequality was less considered (7.3%) (Graph 13).

Graph 13. Main obstacles for the adoption of consumption patterns aligned with sustainable development
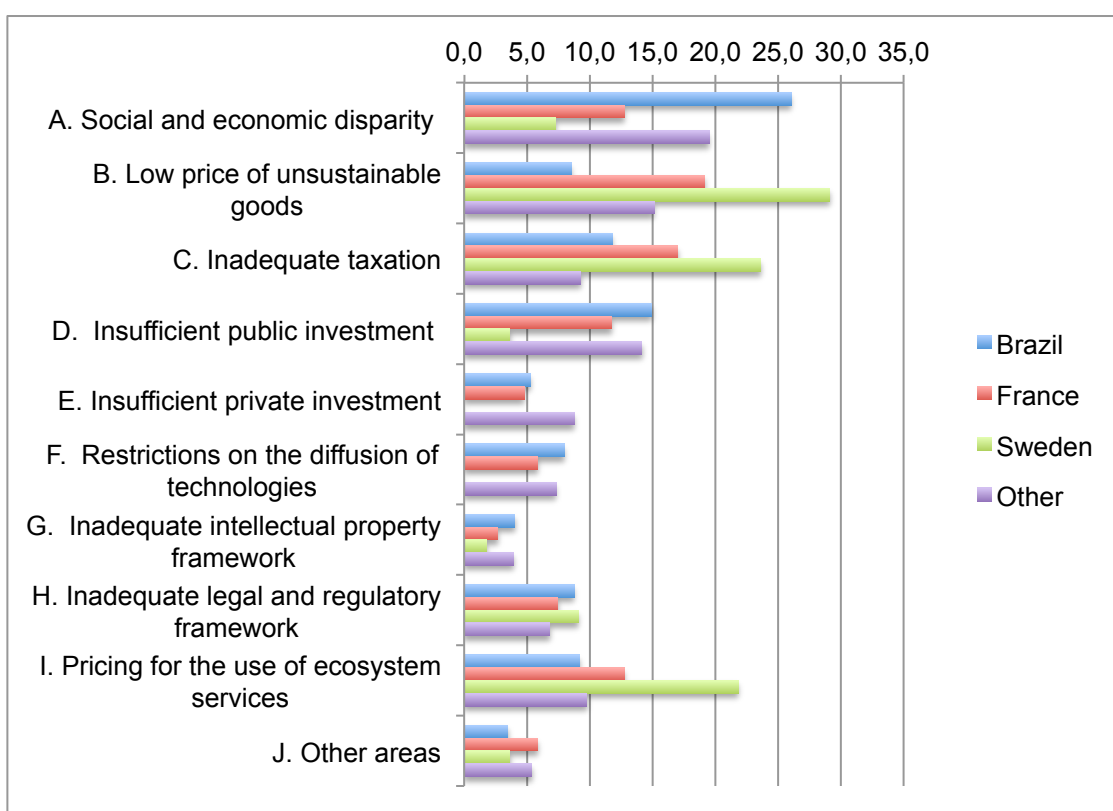
French and Swedish responses indicated "low price of unsustainable goods" as the main obstacle (France: 19.1%; Sweden: 29.1%), a preference not replicated in the Brazilian set of answers where this alternative was only the sixth most popular (8.5%). The second main obstacle named in the French and Swedish answers was

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[19] Eurostat. Refers to Gini coefficient of equalized disposable income. Available at http://ec.europa.eu/eurostat/tgm/table.do?tab=table&language=en&pcode=tessi190. Last accessed in June 2015.

"inadequate taxation structure" (France: 17.0%; Sweden: 23.6%), whereas this was the third main obstacle for the Brazilians (11.8%) behind "insufficient public investment" (14.2%), which also receive considerable attention among French answers (11.4%) and very little in the Swedish (3.6%). "Lack of proper pricing for use of ecosystem services" was also prominently featured in the answers from all countries but with greater emphasis in the case of Sweden (Brazil: 9.2%; France: 12.8%; Sweden: 21.8%).

The preference for "low price of unsustainable goods" and "inadequate taxation structure" evidenced herein is in line with the understanding of the OECD, that by raising prices on less sustainable products, taxes and charges could be effective in influencing consumer behaviour towards sustainability (OECD, 2008).

"Inadequate intellectual property framework to support improved technologies" was also suggested, to a lesser extent, as an obstacle to be overcome (Brazil: 8.8%; France: 7.4%; Sweden: 9.1%). However, other obstacles also related to technological innovation, such as "restrictions on the diffusion of technologies aligned with sustainable development" (Brazil: 8.0%; France: 5.9%; Sweden: 0.0%) and "insufficient private investment" (Brazil: 5.3%; France: 4.8%; Sweden: 0.0%), received less consideration in the French and Brazilian answers and were completely overlooked in the Swedish. The diminished consideration for these alternatives may be a result of a view that generally considers technology *per se* not the limiting factor.

Other obstacles not listed above also cited by some of the respondents are: "Corruption and politician subservience to corporate lobbies"; "political attitude by governments"; "politics interference on governmental programmes"; "Inadequate industrial and energy policies"; "Inadequate enforcement sanction against unsustainable practices", *etc*.

3.3.2. "Which are the main opportunities that could arise from the adoption of consumption patterns for sustainable development?" (Choose up to 4 alternatives)

A) Increasing food security
B) Improving quality of life
C) Reducing inequality within countries
D) Reducing inequality among countries
E) Reducing food waste
F) Reducing greenhouse gases (GHG) emissions
G) Improving labour conditions
H) Enhancing availability of technological innovations
I) Converging the levels of ambition for developed and developing countries
J) Reducing environmental degradation
K) Other opportunities not listed above
L) There are no opportunities

| | | | | | | | | | | | | | (%) |
Country	A	B	C	D	E	F	G	H	I	J	K	L	Total
Brazil	7.8	15.6	9.4	8.7	9.3	10.9	5.3	9.1	4.1	18.3	1.4	0.2	100.0
France	7.7	13.0	8.1	10.5	12.6	13.8	5.3	2.4	6.5	19.0	1.2	0.0	100.0
Sweden	4.1	16.4	2.7	11.0	2.7	20.5	12.3	5.5	5.5	19.2	0.0	0.0	100.0
Other	11.2	16.3	9.8	9.1	6.5	14.9	4.7	6.5	3.6	16.3	1.1	0.0	100.0

The majority of the Brazilian, French and Swedish answers indicated as the main opportunity resulting from the adoption of consumption patterns aligned with sustainable development was "reducing environmental degradation" (Brazil: 18.3%; France: 19.0%; Sweden: 19.2%; Other: 16.3%). This alternative was the second most popular among Swedish answers slightly behind "reducing GHG emissions" (20.5%), whereas this was the second for French respondents (13.8%) and the third for the Brazilians (10.9%), whose second preference was "improving quality of life" (15.6%) also very well considered by the other countries (Graph 14).

Graph 14. Main opportunities that could arise from the adoption of consumption patterns for sustainable development
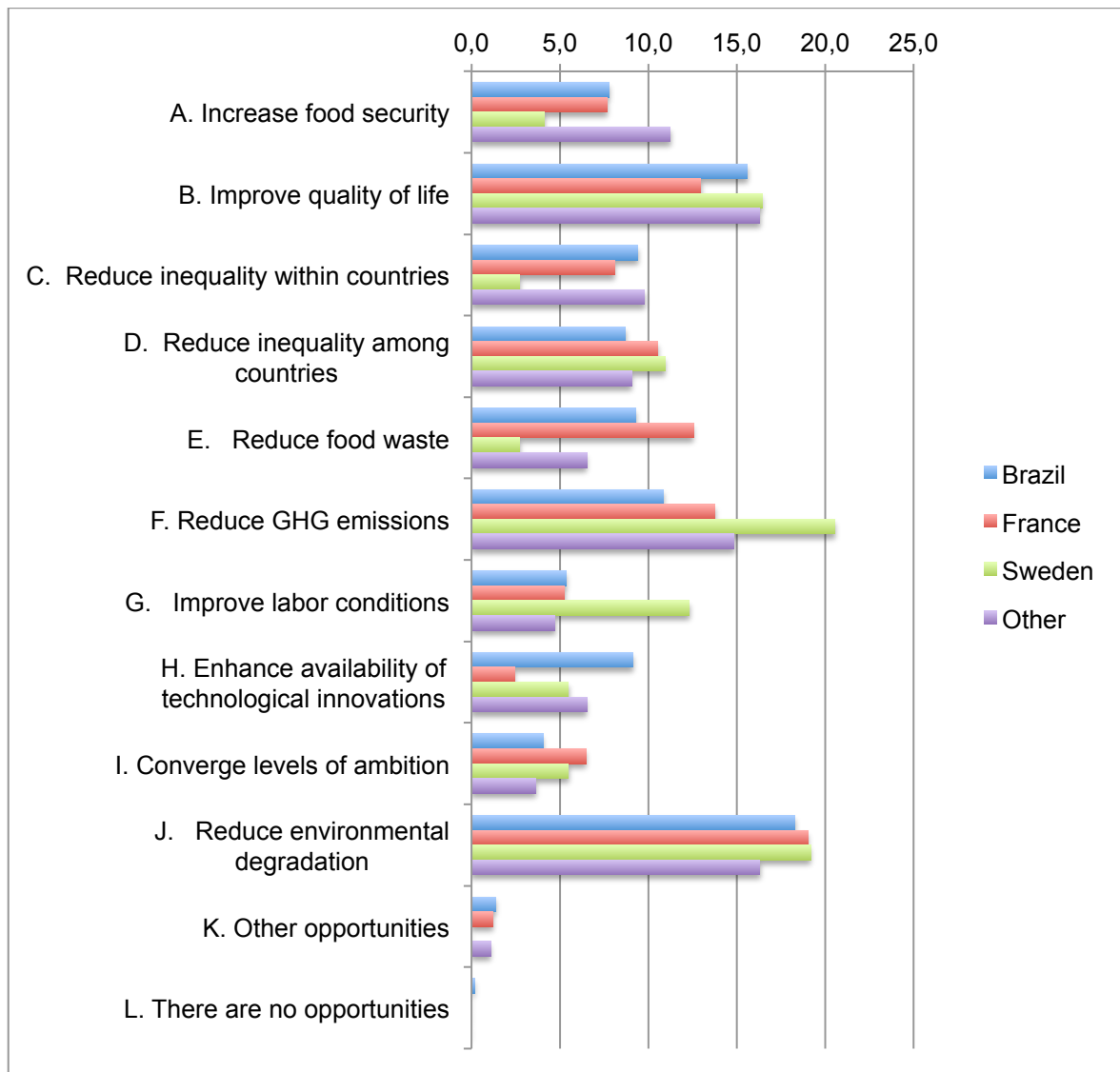
The concern with accelerating the reduction of global greenhouse gas emissions seems to have direct implication to the adoption of consumption patterns aligned with sustainable development. This issue is also reflected in one of the proposals from the "Open Working Group (OWG) for Sustainable Development Goals", and the responses reinforces the ultimate objective under the Climate (UNFCCC) to stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system.

Brazilian responses attributed similar importance to "reducing inequality within countries" (9.4%), "reducing food waste" (9.3%), "enhancing the availability of technological innovations" (9.1%) and "reducing inequality among countries" (8.7%). The possibility that sustainable consumption could bring easier access to technological innovation seemed more feasible for the Brazilian respondents than for the ones from France (2.4%) and Sweden (5.5%). On the other hand, Brazilian answers in comparison with the ones from France and Sweden suggested a smaller degree of sensibility towards the opportunity of sustainable consumption for sustainable development leading to a reduction of inequality among countries (Brazil: 8.7%; France: 10.5%; Sweden: 11.0%).

For French respondents "reducing food waste" (12.3%) was considered as a very expressive opportunity and for Brazilian respondents was somewhat relevant (9.3%), but the Swedish neglected this topic.

3.3.3. "What are the main risks related to the failure to adopt consumption patterns aligned with sustainable development?" (Choose up to 3 alternatives)

A) Continued social and economic disparity between developed and developing countries
B) Increased social inequality
C) Food scarcity
D) Establishment of barriers to international trade
E) Depletion of natural resources
F) Continued use of natural resources outside their capacity of renewal
G) Irreversible loss of biological diversity
H) Accelerated climate change
I) Political instability
J) Other risks not listed above
K) There are no risks

| | | | | | | | | | | | (%) |
Country	A	B	C	D	E	F	G	H	I	J	K	Total
Brazil	13.5	12.2	7.9	3,5	16.6	12.6	12.4	14.4	5.2	1.6	0.1	100.0
France	10.7	14.4	7.8	0,8	15.2	11.5	12.3	14.4	10.7	1.6	0.4	100.0
Sweden	12.8	5.1	9.0	2,6	19.2	9.0	12.8	17.9	11.5	0.0	0.0	100.0
Other	10.8	12.9	8.6	3,2	16.1	13.3	9.3	14.0	10.4	1.4	0.0	100.0

While the previous question assessed the main opportunities, this question was intended to understand the main risks related to the non-adoption of such patterns. Jointly, the answers from all countries respondents indicated a high convergence among them as the main risks associated with the failure to change the current unsustainable consumption patterns: the "depletion of natural resources" (Brazil: 16.6%; France 15.2%; Sweden: 19.2%; Other: 16.1%) and "accelerated climate change" (Brazil: 14.4%; France: 14.4%; Sweden: 17.9%; Other: 14%).

Concerns with climate change have again been expressed (as in the previous question about the main opportunities that could arise from the adoption of consumption patterns), in which the possibility of reduction of GHG emissions was highly considered in the responses from all countries, especially in those from Sweden (Graph 15).

Graph 15. Main risks related to the failure to adopt consumption patterns aligned with sustainable development
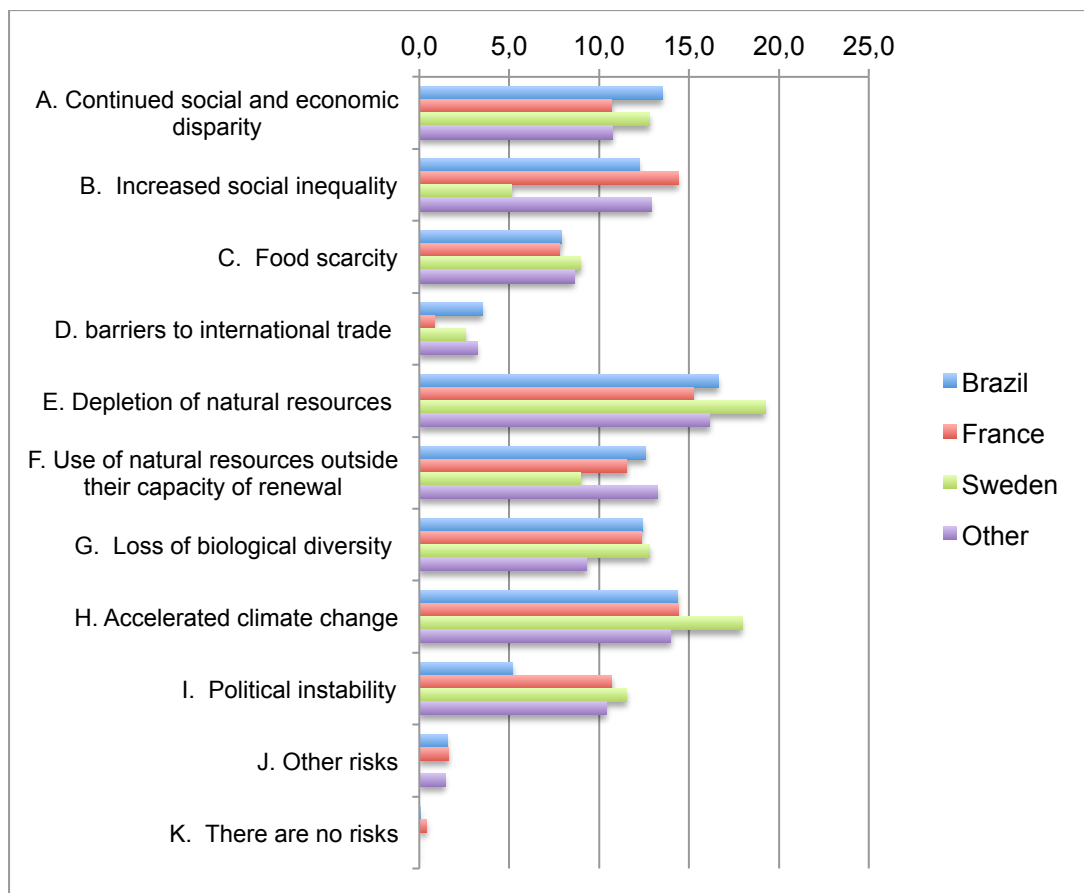
Brazilian and French respondents indicated "continued social and economic disparity between developed and developing countries" as the third most important risk (Brazil: 13.5%; France: 12.8%; Other: 13.3%), whereas this was the fifth most important risk indicated in the answers from Swedish nationals (10.7%), receiving less attention than "irreversible loss of biological diversity" (12.8%) or "political instability" (11.5%).

With regards to "political instability", it was a risk valued by 10.7% of the total French answers and undervalued by the Brazilians (5.2%). Interestingly, "increased social inequality", another social risk, features notable less consideration in the Swedish answers as opposed to the perceptions of the Brazilian and French respondents, and the ones from the group of "Other countries" (Brazil: 12.2%; France: 14.4%; Sweden: 5.1%; Other: 12.9%). Overall, the concern with the "continued social and economic disparity between developed and developing countries" and the "Increased social inequality" were also emphasized in this question, and it can be noticed over the whole set of responses to the present report. Concerns on social inequality recalls one of the proposals from the Open Working Group for Sustainable Development Goals to increase international cooperation to address persistent challenges related to sustainable development for all, particularly on promoting social equity among developing countries.

Environmental risks such as "irreversible loss of biological diversity" (Brazil: 12.4%; France: 12.3%; Sweden: 12.8%; Other: 9.3%) and "continued use of natural resources outside their capacity for renewal" (Brazil: 12.6%; France: 11.5%; Sweden: 9.0%; Other: 13.3%) were also suggested in the Brazilian and French responses. The "establishment of barriers to international trade" was one of the less chosen options among all the respondents (Brazil: 3.5%; France: 0.8%; Sweden: 2.6%; Other: 3.2%).

IV. Agenda

3.4.1. "Considering the promotion of consumption patterns for sustainable development, which actions should be prioritized?" (Choose up to 3 alternatives)

A) Strengthening and disseminating the culture of sustainable lifestyles
B) Making unsustainable products more expensive
C) Enhancing information on products and services to enable informed decisions
D) Enhancing international cooperation for capacity building and technology transfer
E) Improving national policies according to the countries' common but differentiated responsibilities and respective capabilities
F) Increasing sustainable public procurement
G) Establishing marketing and advertising regulations
H) Enhancing reporting on corporate social and environmental responsibility
I) Encouraging the choice of the more sustainable goods and services
J) Avoiding food waste
K) Developing methodologies for monitoring, reporting and verifying corporate social and environmental impacts

											(%)
Country	A	B	C	D	E	F	G	H	I	J	K	Total
Brazil	18.1	9.5	9.7	9.3	10.2	8.7	4.9	3.5	11.5	3.4	11.4	100.0
France	18.0	14.2	7.1	10.4	6.6	6.6	5.5	5.5	8.7	8.7	8.7	100.0
Sweden	3.3	26.2	6.6	8.2	11.5	14.8	8.2	3.3	9.8	0.0	8.2	100.0
Other	16.3	13.4	11.0	12.0	9.1	10.0	3.8	5.3	7.2	4.3	7.7	100.0

After assessing the main barriers, risks and opportunities related to consumption patterns for sustainable development, this question aimed at assessing the actions that should be prioritized for the promotion of such patterns. Collectively, the responses indicated that "strengthening and disseminating the culture of sustainable lifestyles" and "making unsustainable products more expensive" were the most relevant actions according to the respondents.

The majority of Brazilian (18.1%) and French (18.0%) responses, as well as those from the group of Other countries (16.3%), indicated "strengthening and disseminating the culture of sustainable lifestyles" as the main action to take priority. However, this action received substantial less consideration from the Swedish respondents corresponding to a mere 3.3% of their total answers (Graph 16).

Graph 16. Actions to be prioritized considering the promotion of consumption patterns for sustainable development
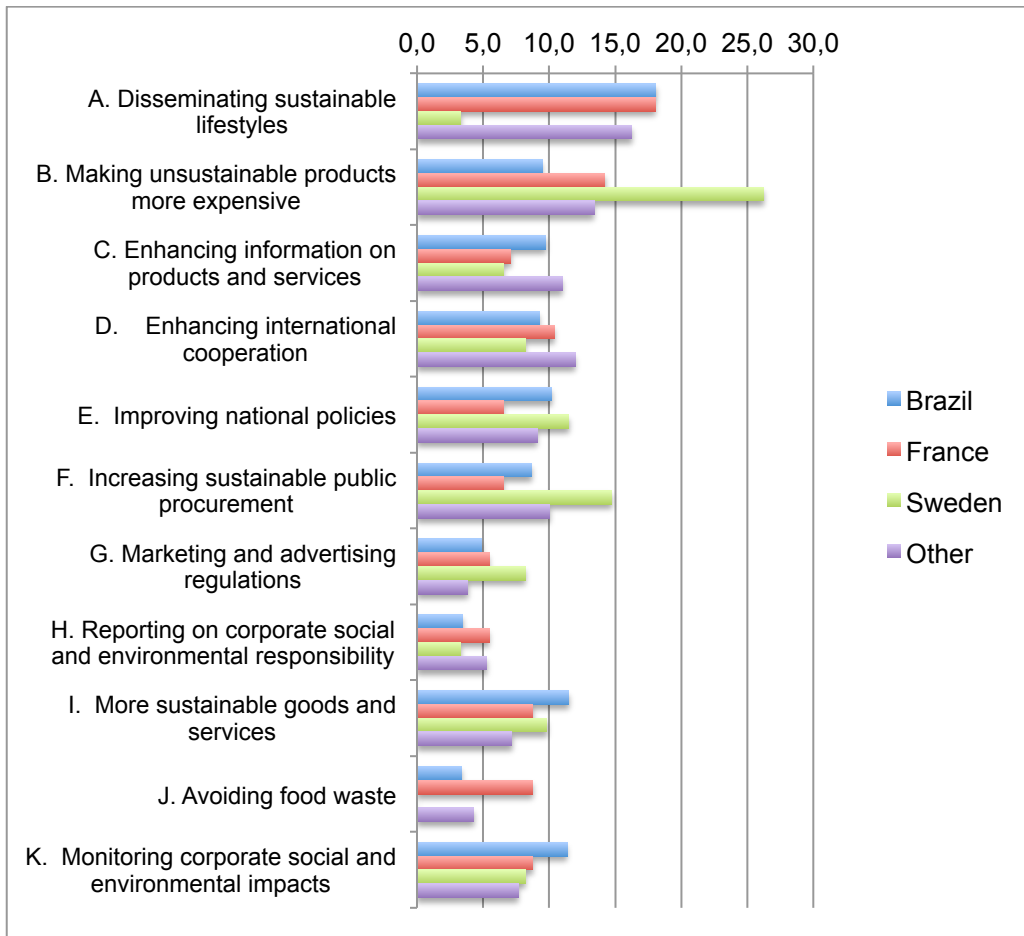
The majority of answers from the Swedish respondents (26.2%), on the other hand, indicated "making unsustainable products more expensive" as the main priority (26.6%), which for French nationals is the second most popular action (14.2%), whereas for the Brazilians this was only the fourth most popular with 9.5% tied with "enhancing information on products and services to enable informed decisions" (9.7%). The second choice of the Swedish respondents was "increasing sustainable public procurement" (14.8%).

Brazilian answers suggested "encouraging the choice of the more sustainable goods and services" (11.5%) and "developing methodologies for monitoring, reporting and verifying corporate social and environmental impacts" (11.4%) as important priority actions, whereas the French and Swedish respondents do not attribute such importance to the former (France: 8.7%; Sweden: 9.8%) nor the latter (France: 8.7%; Sweden: 8.2%).

French responses also named "enhancing international cooperation for capacity building and technology transfer", an issue also highly mentioned among Brazilian and Swedish answers but with less emphasis (Brazil: 9.3%; France: 10.4%; Sweden: 8.2%). Finally, Brazilian and Swedish responses also displayed a considerable preference for "improving national policies according to the countries' common but differentiated responsibilities and respective capabilities", which was not replicated in the French answers to this question (Brazil: 10.2%; France: 6.6%; Sweden: 11.5%).

3.4.2. "For which proposed Sustainable Development Goals are consumption patterns more relevant?" (Choose up to 5 alternatives)

A) End poverty in all its forms everywhere

B) End hunger, achieve food security and improved nutrition and promote sustainable agriculture

C) Ensure healthy lives and promote well-being for all at all ages

D) Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

E) Achieve gender equality and empower all women and girls

F) Ensure availability and sustainable management of water and sanitation for all

G) Ensure access to affordable, reliable, sustainable and modern energy for all

H) Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

I) Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

J) Reduce inequality within and among countries

K) Make cities and human settlements inclusive, safe, resilient and sustainable

L) Ensure sustainable consumption and production patterns

M) Take urgent action to combat climate change and its impacts

N) Conserve and sustainably use the oceans, seas and marine resources for sustainable development

O) Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

P) Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Q) Strengthen the means of implementation and revitalize the global partnership for sustainable development

Country	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	Total
Brazil	6.4	7.2	5.6	7.7	2.5	10.0	5.6	7.6	5.5	5.0	5.1	6.6	5.8	3.8	8.7	3.9	3.0	100.0
France	2.9	9.3	7.9	3.9	2.1	6.1	7.9	4.6	5.0	5.7	6.1	7.5	8.9	4.3	12.1	3.6	2.1	100.0
Sweden	4.4	7.8	6.7	3.3	1.1	5.6	4.4	6.7	5.6	7.8	6.7	12.2	14.4	4.4	6.7	1.1	1.1	100.0
Other	6.8	8.3	5.0	7.4	2.7	6.2	8.3	6.5	4.4	4.7	6.8	9.4	5.0	4.1	8.3	2.9	3.2	100.0

This question was intended to analyse where consumption patterns are more relevant in the context of the SDGs. Brazilian, French and Swedish answered this question very differently showing a high diversity of points of views and priorities (Graph 17).

The majority of Brazilian responses suggested that the issue of consumption patterns was more relevant for "ensuring availability and sustainable management of water and sanitation for all" (10.0%). French and Swedish responses did not reflect a similar preference (France: 6.1%; Sweden: 5.6%). Swedish responses suggested that consumption issues are decisive for "taking urgent action to combat climate change and its impacts" (14.4%). Swedish answers to this question, and question 3.3.2 on opportunities, showed a higher sensibility to the link between climate change issues and consumption patterns. French answers featured it as the third most popular choice (8.9%), whereas it corresponded to only 5.8% of the Brazilian answers. Respondents from Sweden also displayed greater responsiveness to "ensuring sustainable consumption and production patterns" in the context of the SDGs than the Brazilian and French (Brazil: 5.1%; France: 6.1%; Sweden: 12.2%).

Graph 17. Relevance of consumption patterns for the Sustainable Development Goals
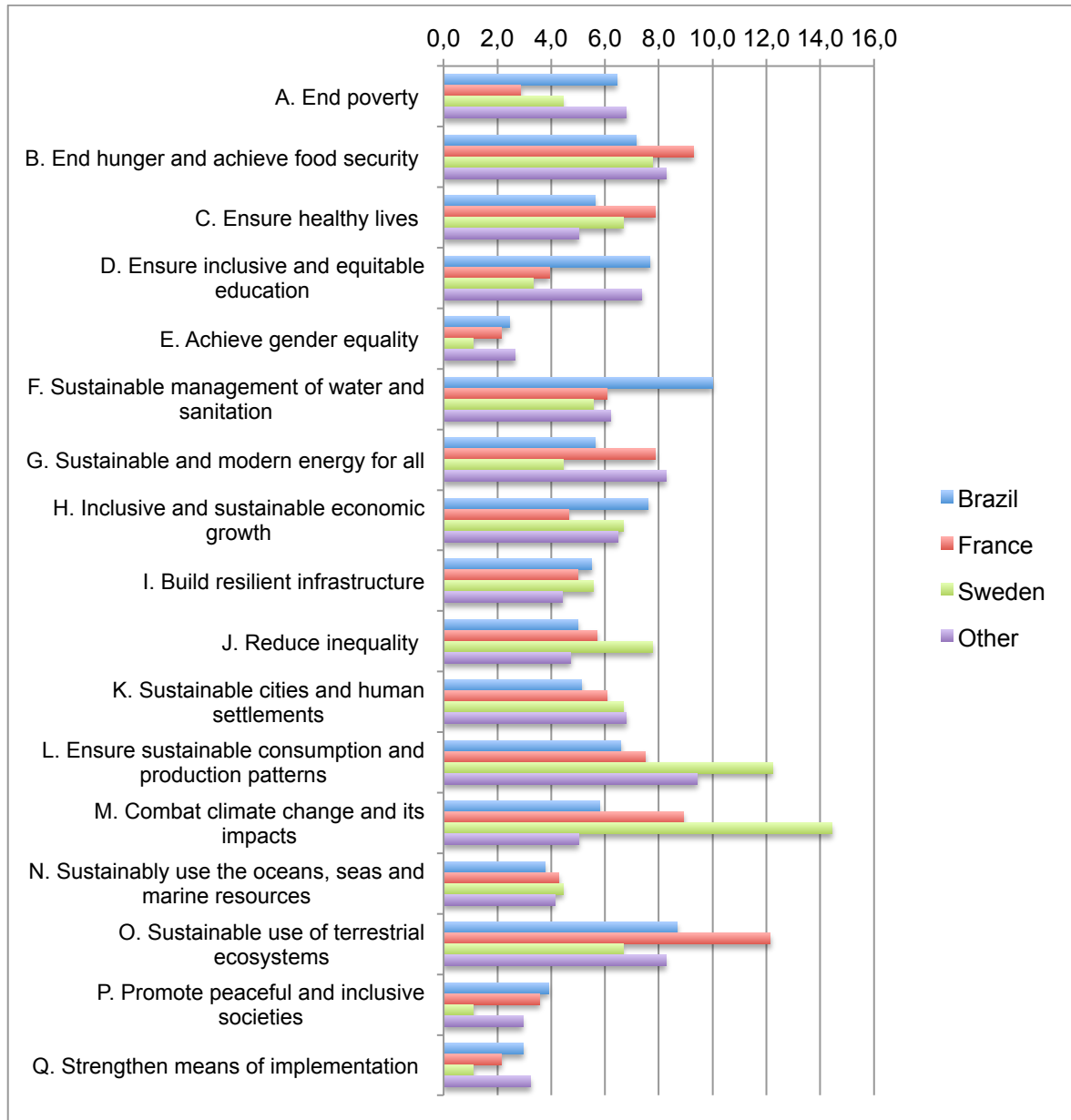
Finally, the majority of the answers provided by French nationals (12.1%) indicated "protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss" as the SDG for which consumption patterns were most relevant, a preference not replicated in the Brazilian and Swedish answers (Brazil 8.7%; Sweden: 6.7%).

V. Instruments

3.5.1. "What are the main instruments to encourage the adoption of consumption patterns for sustainable development?" (Choose up to 2 alternatives of each)

Regulatory Instruments

    A) Marketing and advertising regulations
    B) Codes and mandatory labels
    C) Command and control regulations
    D) Mandatory performance standards
    E) Product bans
    F) Public sustainable procurement
    G) Other instruments not listed

								(%)
Country	A	B	C	D	E	F	G	Total
Brazil	20.8	13.7	17.4	19.0	6.0	21.0	2.1	100.0
France	22.0	11.0	18.6	15.3	12.7	17.8	2.5	100.0
Sweden	5.6	5.6	33.3	22.2	11.1	19.4	2.8	100.0
Other	18.0	14.4	13.7	23.0	5.8	23.7	1.4	100.0

This question aimed at assessing the main instruments to foster consumption patterns for sustainable development. The majority of Brazilian answers indicated as the main regulatory instruments to encourage the adoption of consumption patterns for sustainable development "public sustainable procurement" (21.0%) and "marketing and advertising regulations" (20.8%), followed by "mandatory performance standards" (19.0%) and "command and control regulations" (17.4%). "Codes and mandatory labels" were also taken into consideration (13.7%) but "product bans" was neglected (6.0%) (Graph 18).

Graph 18. Main regulatory Instruments to encourage the adoption of consumption patterns for sustainable development
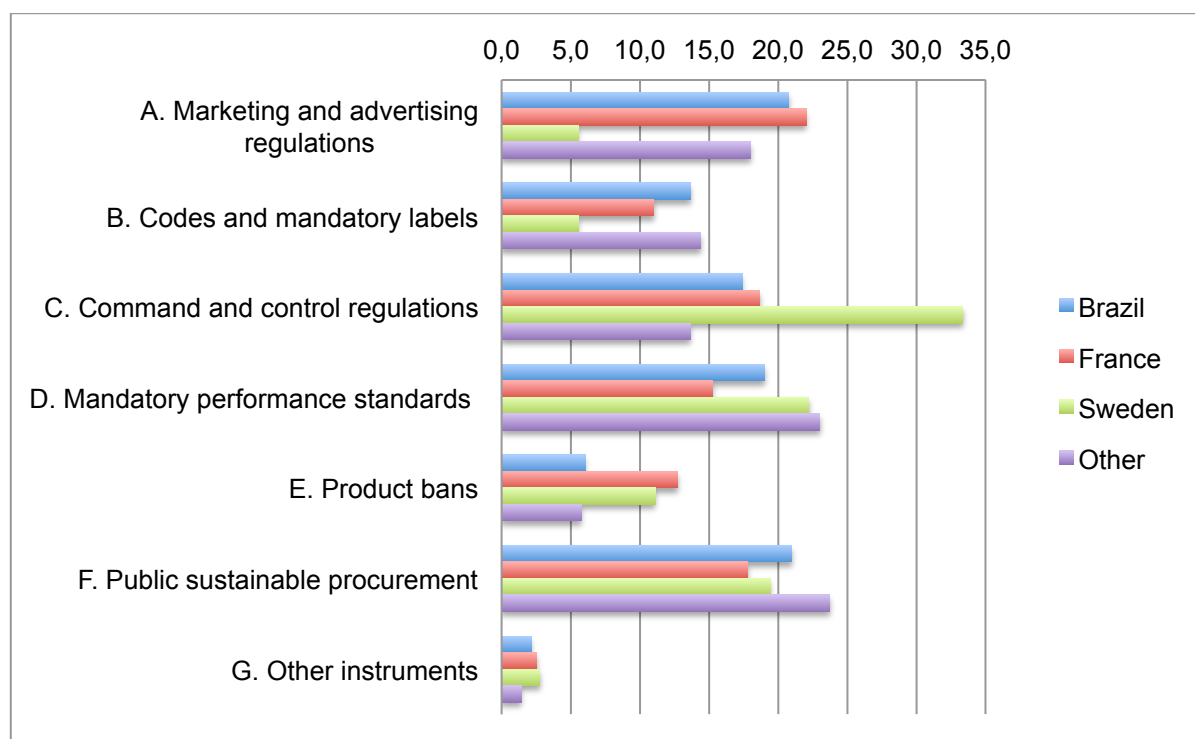
French responses highlighted more emphatically "marketing and advertising regulations" (22%), before "command and control regulations" (18.6%), "public sustainable procurement" (17.8%) and "mandatory performance standards" (15.3%), like their Brazilian counterparts, but in the case of the French nationals "product bans" was similarly considered (12.7%) as "codes and mandatory labels" (11.0%).

The first option among Swedish responses was "command and control regulations" (33.3%), which was ranked far ahead "mandatory performance standards" (22.2%) and "public sustainable procurement" (19.4%). Some interest was given to "product bans" (11.1%), but "marketing and advertising regulations" and "mandatory labels" do not receive much consideration with both corresponding to only 5.6% of the total Swedish answers.

Other regulatory instruments were also suggested by the participants, such as "political binding targets"; "education since the early grades of school up to

university"; "price mechanism"; "embedding of environmental costs in prices"; "competitive auto-regulations among producers".

Financial Instruments

    A) Taxes and charges
    B) Subsidies and fiscal incentives
    C) Larger financial incentives
    D) Public investments
    E) Private investments
    F) State-financed loans
    G) Other instruments not listed

								(%)
Country	A	B	C	D	E	F	G	Total
Brazil	23.8	30.4	10.1	21.7	10.3	3.0	0.5	100.0
France	31.2	23.9	6.4	21.1	12.8	2.8	1.8	100.0
Sweden	55.9	17.6	14.7	8.8	2.9	0.0	0.0	100.0
Other	28.4	21.6	7.5	25.4	11.2	3.0	3.0	100.0

Graph 19. Main financial Instruments to encourage the adoption of consumption patterns for sustainable development
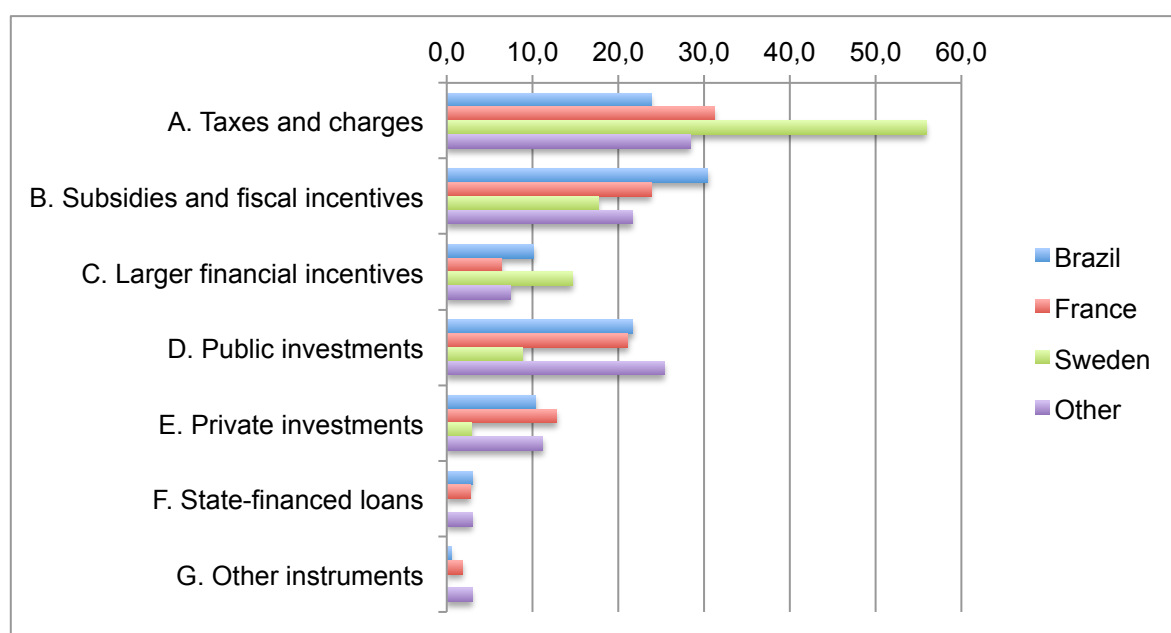
Regarding the perception of the respondents, the main financial instrument to encourage the adoption of consumption patterns for sustainable development was "taxes and charges", most preferred among Swedish answers (Sweden: 55.9%; France: 31.2%; Brazil: 23.8%), followed by "subsidies and fiscal incentives", which was indicated as the main preference of Brazilian respondents (Brazil: 30.4%; France: 23.9%; Sweden: 17.6%) (Graph 19).

French and Brazilian answers also indicated the importance to "public investments" (both with 21.7%), an instrument that was less considered in the answers provided by Swedish nationals (only 8.8%). Instruments such as "private investments" and "financial incentives" were differently appreciated: the first was ignored by the Swedish (Sweden: 2.9%; France: 12.8%; Brazil: 10.3%) and the second was neglected by the French (France: 6.4%; Sweden: 14.7%; Brazil: 10.1%). Overall the less considered instrument was "state-financed loans" (Sweden: 0.0%; France: 2.8%; Brazil: 3.0%).

Other financial instruments suggested include: "increase taxation and charges on global financial transactions related to unsustainable goods and services"; "stop perverse subsidies, tax exemptions and other privileges"; "pollution/depletion pricing and quotas"; "taxes and charges to the producers, particularly large corporations, not to the consumers".

Knowledge Instruments

- A) Awareness campaigns
- B) Training and education
- C) Corporate social and environmental responsibility reports
- D) Cooperation activities
- E) Voluntary labelling
- F) Life cycle assessments
- G) Benchmarking
- H) Other instruments not listed

Country	A	B	C	D	E	F	G	H	Total
Brazil	16.9	36.4	11.1	9.8	1.9	15.9	6.8	1.2	100.0
France	11.8	38.7	12.6	9.2	0.8	19.3	5.0	2.5	100.0
Sweden	27.8	27.8	5.6	11.1	8.3	11.1	5.6	2.8	100.0
Other	18.4	33.1	10.3	7.4	2.2	20.6	5.1	2.9	100.0

(%)

Here there is a strong convergence regarding "training and education" as the most important knowledge instrument to encourage the adoption of consumption patterns for sustainable development (Brazil: 36.4; France: 38.7; Sweden: 27.8%). However, Swedish answers suggested that "awareness campaigns" were equally essential (27.8%), whereas Brazilian and French respondents were not so similarly convinced (Brazil: 16.9%; France: 11.8%). Contrarily, Swedish answers indicated that Swedish respondents seemed less concerned than the other respondents with "life cycle assessments" (Brazil: 15.9%; France: 19.3%; Sweden: 11.1%), an instrument ranking second in importance for the French, as well as with "corporate social and environmental responsibility reports" (Brazil: 11.1%; France: 12.6%; Sweden: 5.6%) (Graph 20).

Graph 20. Main knowledge Instruments to encourage the adoption of consumption patterns for sustainable development

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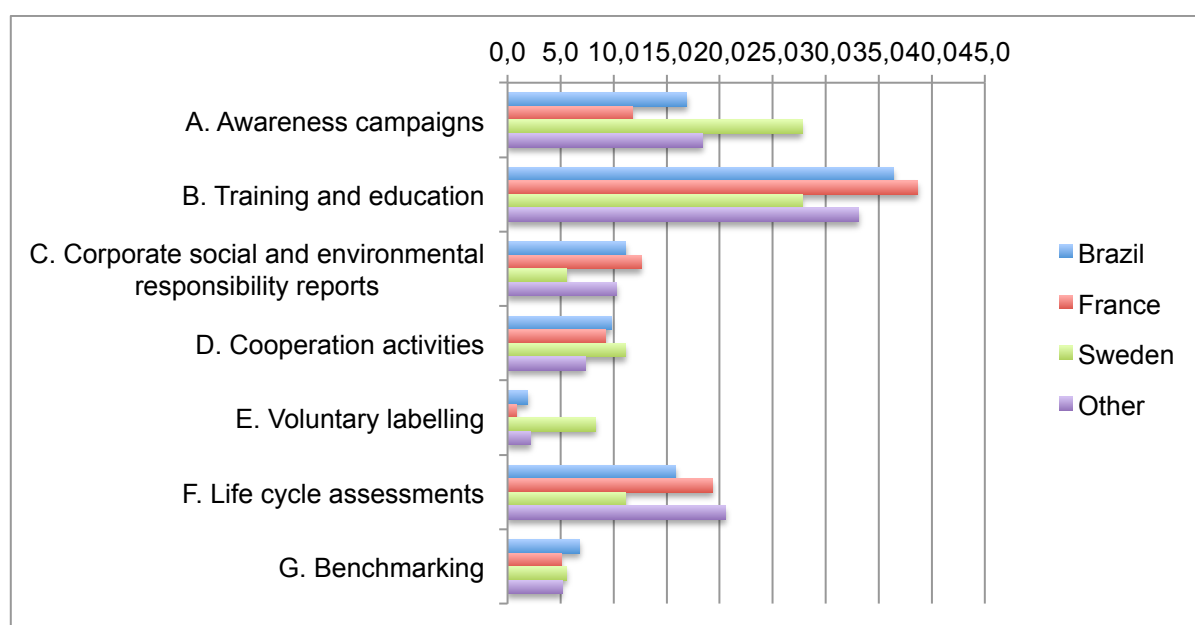
Concerns on "cooperation activities" were equilibrated (Brazil: 9.8%; France: 9.2%; Sweden: 11.1%). "Benchmarking" received similar consideration in the answers from all countries albeit to a much lesser extent than the other instruments (Brazil: 6.8%; France: 5.0%; Sweden: 5.6%). Finally, Swedish respondents were the only ones to give some attention to "voluntary labelling" (Brazil: 1.9%, France: 0.8%; Sweden: 8.3%).

Other knowledge instruments suggested include: "incentives to approximate and put to work together people from academic background and professionals from market to understand needs and find solutions"; "supporting for academic research about consumption as a social practice"; public debate and social movements empowerment"; "install positive economy framework"; and "deployment of infrastructure coherent to sustainable consumption and phasing out unsustainable options".

3.5.2. "Which means of implementation should the 10 Year Framework of Programmes on Sustainable Consumption and Production focus next to enable the global transition to consumption patterns for sustainable development?" (Choose 3 alternatives)

A) Adequate financial resources from multiple sources
B) Funding from international financial institutions
C) Private sector engagement and other voluntary contributions
D) Transfer of and access to environmentally sound technologies
E) Capacity-building
F) Partnerships for sustainable consumption and production
G) Integrated programmes and initiatives into Government programmes
H) Technical and development assistance
I) Development of professional networks and communities of practice

| | | | | | | | | | (%) |
Country	A	B	C	D	E	F	G	H	I	Total
Brazil	14.1	6.0	10.6	14.5	10.1	14.1	14.0	6.8	9.8	100.0
France	15.8	4.8	10.9	12.7	9.1	15.2	13.9	4.8	12.7	100.0
Sweden	12.0	6.0	12.0	10.0	16.0	14.0	8.0	6.0	16.0	100.0
Other	11.6	3.2	11.1	16.3	14.7	16.3	10.5	8.4	7.9	100.0

Brazilian responses indicated, almost equally, "transfer of and access to environmentally sound technologies", "partnerships for sustainable consumption and production", "adequate financial resources from multiple sources" and "integrated programmes and initiatives into government programmes" as the more relevant means of implementation that the 10YFP should focus next to enable the global transition to consumption patterns for sustainable development. French respondents considered these matters alike or even more important (Graph 21).

However, Swedish respondents had a different perception: "capacity-building" and "development of professional networks and communities of practice", followed by "partnerships for sustainable consumption and production" were considered the most relevant.

Graph 21. Means of implementation that the 10YFP should focus next to enable the global transition to consumption patterns for sustainable development
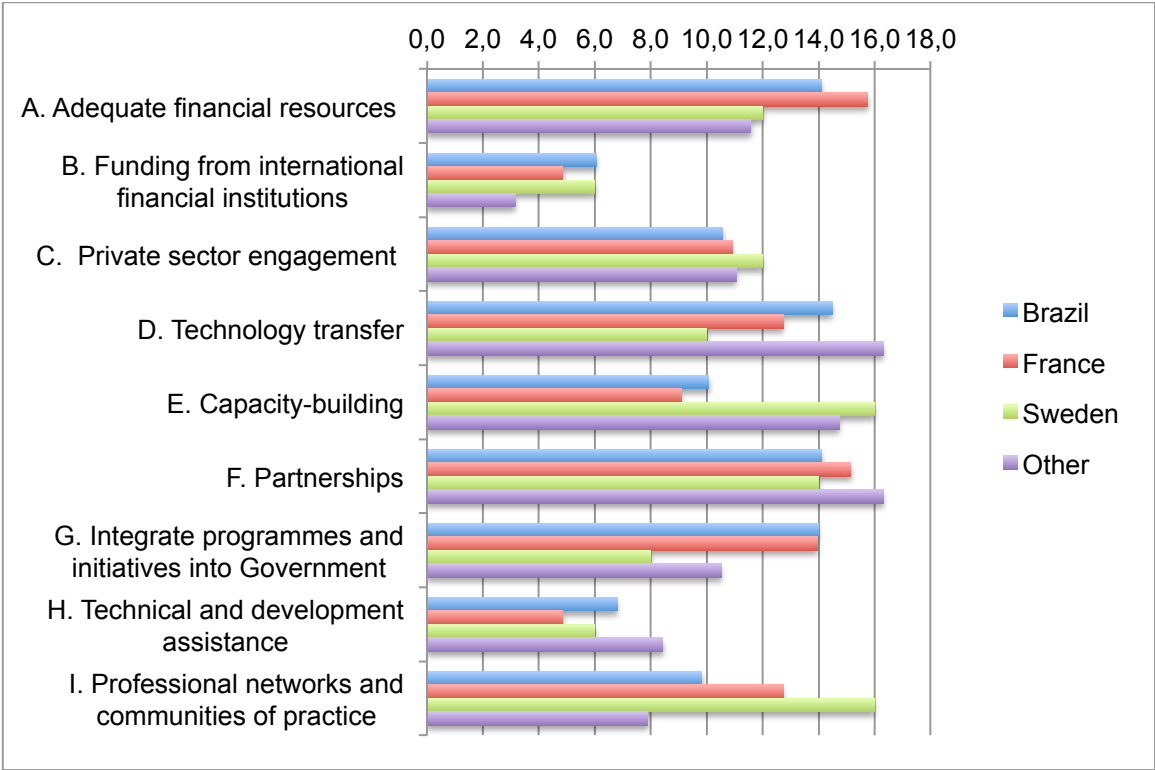
Also, Swedish responses attributed much less importance than the others to "integrated programmes and initiatives into government programmes" and "transfer of and access to environmentally sound technologies". Brazilian responses showed a different perception on the importance of "development of professional networks and communities of practice" in comparison with French and Swedish answers.

Overall, "partnerships for sustainable consumption and production" was the most important mean of implementation indicated in the answers provided by respondents from all countries considered, whereas "funding from international financial institutions" and "technical and development assistance" were the least popular options.

VI. Monitoring

3.6.1. "Which indicators could be used to measure the transition to consumption patterns for sustainable development?"
(Choose up to 5 alternatives)

A) Proportion of population in extreme poverty
B) Periodical change in forest and land due to cultivation
C) Proportion of population living in slums or informal lodgings
D) Proportion of population with access to drinking water and basic sanitation
E) Proportion of population with access to reliable transportation and electricity
F) Tax incentives for energy efficient / low-carbon technologies
G) Carbon footprint per capita
H) Water footprint per capita
I) Energy consumption per capita
J) Park and facility space per capita
K) Tons of solid waste generated and solid waste recycled
L) Electricity generated from renewable resources
M) Percentage of the population within walking distance of public transport
N) Percentage and volume of waste converted back to beneficial uses
O) Vehicles/population ratio
P) Share of imported food compared to locally sourced produced food
Q) Other indicators not listed

(%)

Country	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	Total
Brazil	8.0	5.9	2.8	10.9	5.5	5.9	8.0	8.5	7.9	0.8	11.1	7.8	2.7	6.9	4.0	2.6	0.8	100.0
France	4.7	5.1	2.8	6.3	3.2	3.6	13.8	11.1	9.9	0.4	9.1	6.3	2.8	8.7	2.0	8.7	1.6	100.0
Sweden	8.0	4.5	2.3	10.2	3.4	6.8	13.6	9.1	8.0	1.1	10.2	6.8	5.7	4.5	1.1	3.4	1.1	100.0
Other	7.2	4.7	1.9	9.7	6.0	5.6	11.0	6.6	9.1	1.3	7.5	8.5	4.1	6.3	3.1	6.0	1.6	100.0

For analysis purposes, the indicators were grouped into three categories: economic, environmental and social.

(%)

Economic indicators

Country	A. Proportion of population in extreme poverty	F. Tax incentives for energy efficient/low carbon technologies	O. Vehicles/population ratio	P. Share of imported food compared to locally sourced produced food
Brazil	8.0	5.9	4.0	2.6
France	4.7	3.6	2.0	8.7
Sweden	8.0	6.8	5.7	3.4
Other	7.2	5.6	3.1	6.0

Environmental indicators

Country	B. Change in forest and land	G. Carbon footprint per capita	H. Water footprint per capita	I. Energy consump. per capita	K. Solid waste generated and recycled	L. Electricity from renewable resources	N. Waste converted back
Brazil	5.9	8.0	8.5	7.9	11.1	7.8	6.9
France	5.1	13.8	11.1	9.9	9.1	6.3	8.7
Sweden	4.5	13.6	9.1	8.0	10.2	6.8	4.5
Other	4.7	11.0	6.6	9.1	7.5	8.5	6.3

Social indicators

Country	C. Population living in slums or informal lodgings	D. Access to drinking water and basic sanitation	E. Access to reliable transportation and electricity	J. Park and facility space per capita	M. Population within walking distance of public transport
Brazil	2.8	10.9	5.5	0.8	2.7
France	2.8	6.3	3.2	0.4	2.8
Sweden	2.3	10.2	3.4	1.1	5.7
Other	1.9	9.7	6.0	1.3	4.1

This question aimed at assessing the economic, social and environmental indicators to measure the path towards consumption patterns for sustainable development. Among the economic indicators, 8.0% of Brazilian responses and 8.0% of the Swedish valued "proportion of population in extreme poverty" the highest. Brazilian and Swedish responses indicated similar perceptions with regards to "tax incentives for energy efficient/low carbon technologies" (Brazil 5.9% and Sweden 6.8%), a perception that was not present among French answers, which attributed considerable less importance to such indicator (6.8%). French responses highly valued the "share of imported food compared to locally sourced produced food" indicator (France 8.7%), whereas the same indicator was undervalued in the Brazilian and Swedish responses (Brazil: 2.6% and Sweden 3.4%). Responses from all countries also differed considerably on the perception of the "vehicles/population ratio" indicator (Brazil 4.0%; France 2.0% and Sweden 5.7%) (Graph 22).

Graph 22. Economic indicators that could be used to measure the transition to consumption patterns for sustainable development
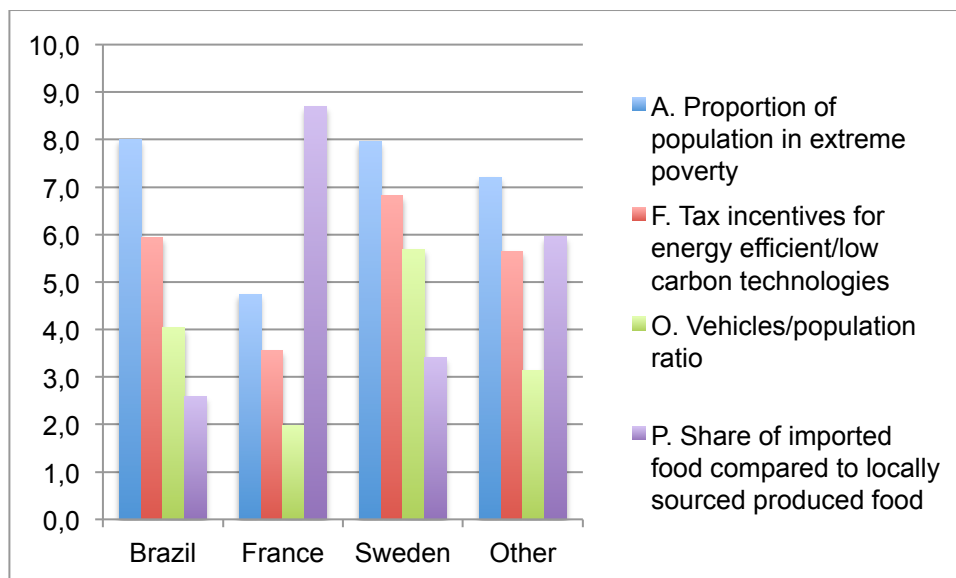
In the Brazilian answers, the main environmental indicator suggested was "tons of solid waste generated and solid waste recycled" (Brazil: 11.1%), which was also highly considered in the Swedish answers (10.2%) and to a lesser extent in the

French ones (9.1%). However, the main indicator among French and Swedish was "carbon footprint per capita" (France: 13.8%; Sweden: 13.6%). A significant number of Brazilian responses (8.0%) also deem "carbon footprint" a relevant indicator (Graph 23).

Respondents from all countries also suggested "water footprint per capita" (Brazil: 8.5%, France: 11.2%; Sweden: 9.1%) as a relevant indicator. French answers in addition showed a preference for the "energy consumption per capita" indicator but Brazilian and Swedish seemed less favourable (Brazil: 7.9%; France: 11.1%; and Sweden: 9.1%).

Graph 23. Environmental indicators that could be used to measure the transition to consumption patterns for sustainable development
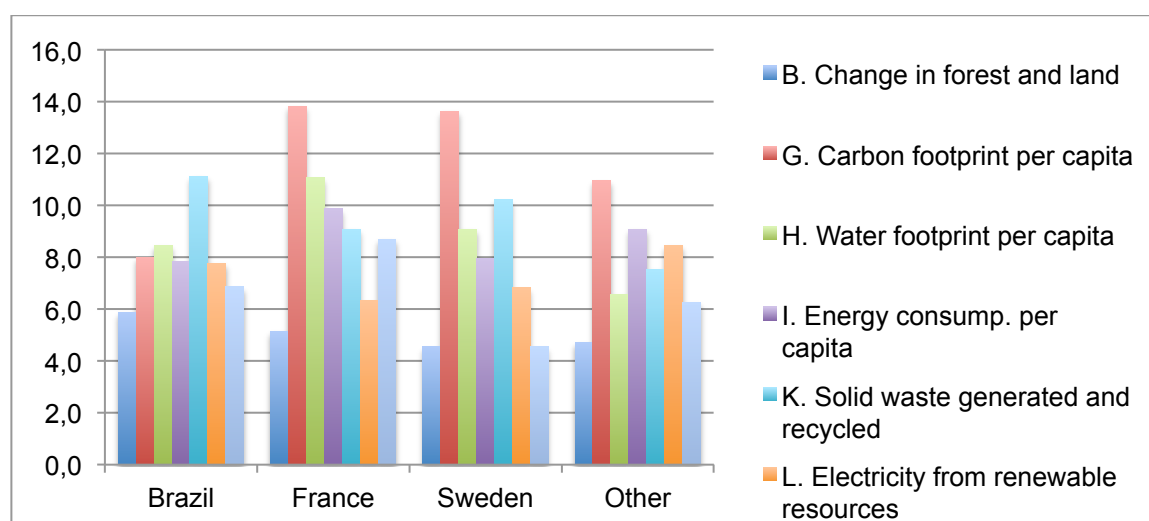
Answers from all countries suggested "access to drinking water and basic sanitation" as the main social indicator (Brazil: 10.9%; France: 6.3%; Sweden: 10.2%) (Graph 24).

Graph 24. Social indicators that could be used to measure the transition to consumption patterns for sustainable development
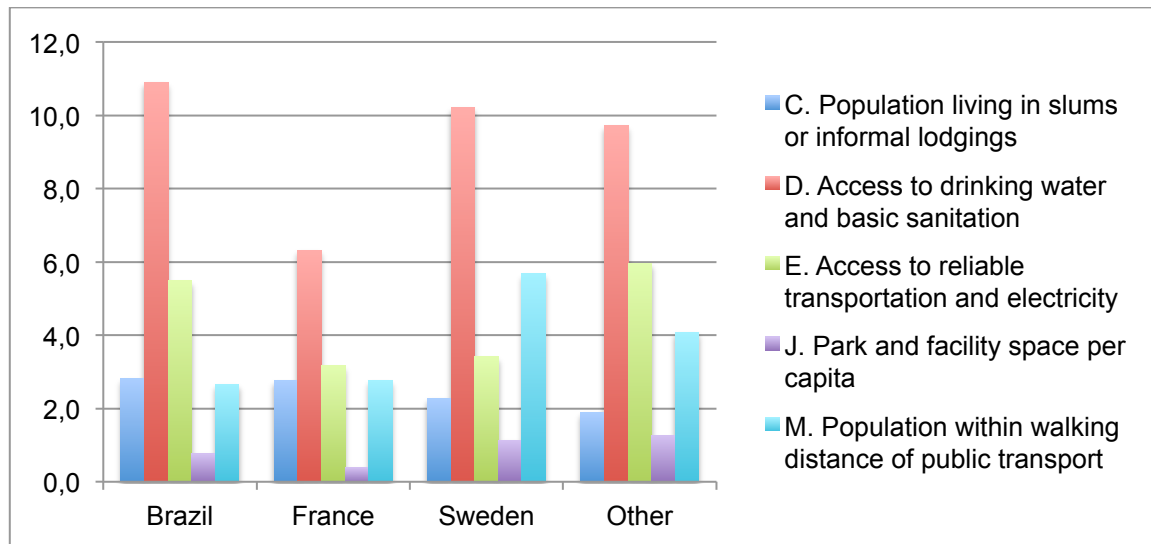
"Access to reliable transportation and electricity" was the second most important indicator for Brazilian and French respondents (Brazil: 5.5%; France; 3.2%; Sweden: 3.4%) and "population within walking distance of public transport" occupied this position in the Swedish answers (Brazil: 2.7%; France: 2.8%; Sweden: 5.7%).

Other interesting indicators not listed above include: "consumption of different gods in weight or item per inhabitant"; "relative and gross decoupling between GNP and natural resources (energy, water, land, minerals *etc.*)"; "material proportion on the products"; "population's level education"; proportion of (literate) population trained on sustainable development"; among others.

VII. Governance

3.7.1. "Which are the main institutions for the promotion of consumption patterns for sustainable development?" (Choose up to 3 alternatives)

A) Consumer organizations
B) Regulatory agencies
C) Business organizations
D) Media organizations
E) Research centres
F) Educational organizations
G) International organizations
H) National governments
I) Regional governments
J) Neighbourhood organizations
K) Local governments
L) Civil society organizations
M) Other institutions not listed

											(%)
Country	A	B	C	D	F	H	I	J	L	M*	Total
Brazil	8.4	11.2	6.9	5.8	16.6	14.5	1.8	8.2	11.8	14.8	100.0
France	7.0	7.0	5.3	8.2	14.0	16.4	7.0	10.5	12.3	12.3	100.0
Sweden	12.3	17.5	8.8	3.5	5,3	21.1	7.0	10.5	5.3	8.8	100.0
Other	12.3	8.3	6.9	6.9	10.8	18.1	2.0	9.3	10.3	15.2	100.0

(*): Includes "E" (Research Centres), "G" (International organizations) and "K" (Local governments).

The majority of Brazilian responses suggested "educational organizations" (16.6%) as the main institutions for the promotion of consumption patterns for sustainable development. The French responses (14.0%) also show a high preference for this alternative, but it was only the second most important institution after "national governments" also valued first in the Swedish responses. The Brazilian answers also attributed great importance to it, but to a lesser extent (Brazil: 14.5%; France: 16.4%; Sweden: 21.1%) (Graph 25).

Graph 25. Main institutions for the promotion of consumption patterns for sustainable development
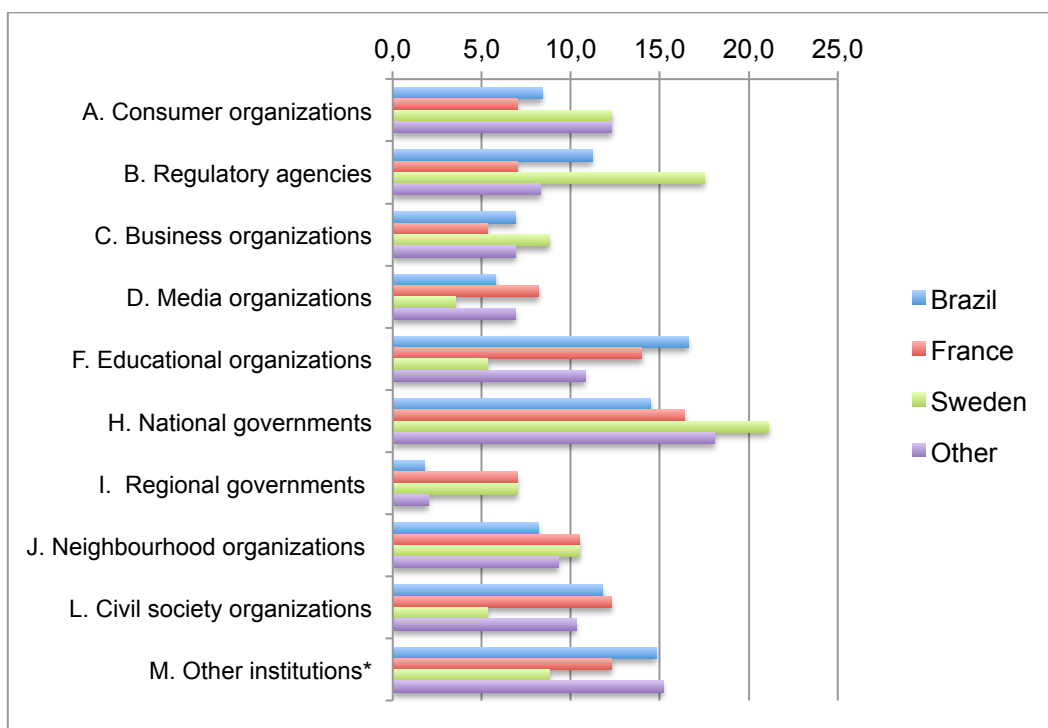
It is curious that, even in a moment of an intensified process of globalization, the major answer to the question of governance has fallen on the role potentially played by national governments. Probably this emphasis reflects what Celso Furtado (1999) already mentioned a long time ago as a problem of autonomy countries have for conducting development processes when they face the need to overcome the consumption patterns emulated by developed countries:

> "The technological development is dependent when it does not limit itself to the introduction of new techniques, but imposes the adoption of consumption patterns in the form of new final products that correspond to a level of accumulation and a technical sophistication that only exists in the enclaves present in developing societies (1999, p. 48, free translation)".

Almost 17.5% of the Swedish answers were oriented towards the reinforcement of the role played by the "regulatory agencies" (Brazil: 11.2%; France: 7.0%). Another

highlight is the high relative percentage of respondents from Sweden and Other countries that suggested "consumer organizations" as a relevant institution (Brazil: 8.4%; France: 7.9%; Sweden: 12.3%; Other: 12.3%).

The implementation of the SDGs is dependent upon a global cooperation with strong engagement of governments, civil society and the private sector, as reflected in the proposal of the OWG. This concern was also reflected in the 10YFP. Therefore, governments, as well as the private sector should play an active role in changing the unsustainable consumption patterns globally.

VIII. Post-2015 International Development Agenda

3.8.1. "In the context of the Post-2015 Development Agenda and the Sustainable Development Goals, which topics are more important for" (Choose up to 5 alternatives for each):

	Developed countries?	Developing countries?
A) Eradicating poverty		
B) Ending hunger, achieve food security and improved nutrition		
C) Ensuring healthy lives and promoting well-being		
D) Ensuring quality education and promote life-long learning opportunities		
E) Achieving gender equality and empower women and children		
F) Ensuring availability and sustainable management of water and sanitation		
G) Ensuring access to affordable and reliable energy		
H) Building resilient infrastructure		
I) Promoting inclusive and sustainable industrialization		
J) Fostering technology innovation		
K) Reducing inequality within and among countries		
L) Ensuring inclusive, safe, resilient and sustainable cities and human settlements		
M) Ensuring sustainable consumption and production patterns		
N. Reinforcing actions to combat climate change and its impacts		
O) Conserving and using oceans, seas and marine resources within their capacity for renewal		
P) Conserving and using terrestrial natural resources (dry lands, forests, biodiversity *etc.*) within their capacity for renewal		
Q) Increasing access to justice and promoting effective and accountable institutions at all levels		
R) Strengthening the means of implementation and revitalizing the global partnership for sustainable development		

Developing Countries

Country	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	Total
Brazil	11.4	8.1	6.3	11.9	3.1	8.9	3.8	3.9	6.1	3.9	3.9	4.4	4.6	3.6	3.2	6.0	4.2	2.6	100.0
France	7.2	12.2	5.7	11.8	6.1	7.9	4.7	5.0	3.9	1.8	2.9	5.7	5.4	3.9	3.6	5.4	4.3	2.5	100.0
Sweden	7.0	8.1	4.7	5.8	10.5	7.0	8.1	7.0	3.5	4.7	4.7	5.8	4.7	8.1	1.2	3.5	2.3	3.5	100.0
Other	9.7	9.0	6.9	8.4	6.9	7.5	7.2	3.4	5.6	4.4	4.7	3.7	5.6	1.9	2.2	6.5	4.4	2.2	100.0

Developed Countries

(%)

Country	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	Total
Brazil	3.3	1.5	3.9	5.1	2.4	3.4	4.1	3.6	8.0	6.1	8.5	5.1	10.6	10.3	6.2	8.1	2.5	7.5	100.0
France	2.2	2.9	5.8	4.7	3.3	2.6	1.8	3.3	5.5	3.3	8.8	7.3	12.0	11.7	8.4	10.2	2.9	3.3	100.0
Sweden	2.5	3.7	6.2	12.3	7.4	3.7	4.9	3.7	2.5	4.9	6.2	2.5	9.9	9.9	3.7	4.9	4.9	6.2	100.0
Other	3.2	1.6	4.1	5.7	2.5	3.2	3.8	6.3	5.7	6.0	8.2	4.1	11.7	11.7	5.7	7.6	3.2	5.7	100.0

This last question seeks to draw a more comprehensive picture of the opinions of each national group of specialists to ascertain the contrasting perceptions on the agenda of developed and developing countries (Graph 26).

Graph 26. Post-2015 most important areas

Developing — **Developed**

Brazil
Developing: 11,4 · 8,1 · 6,3 · 11,9 · 3,1 · 8,9 · 3,8 · 3,9 · 6,1 · 3,9 · 3,9 · 4,4 · 4,6 · 3,6 · 3,2 · 6,0 · 4,2 · 2,6
Developed: 3,3 · 1,5 · 3,9 · 5,1 · 2,4 · 3,4 · 4,1 · 3,6 · 8,0 · 6,1 · 8,5 · 5,1 · 10,6 · 10,3 · 6,2 · 8,1 · 2,5 · 7,5

France
Developing: 7,2 · 12,2 · 5,7 · 11,8 · 6,1 · 7,9 · 4,7 · 5,0 · 3,9 · 1,8 · 2,9 · 5,7 · 5,4 · 3,9 · 3,6 · 5,4 · 4,3 · 2,5
Developed: 2,2 · 2,9 · 5,8 · 4,7 · 3,3 · 2,6 · 1,8 · 3,3 · 5,5 · 3,3 · 8,8 · 7,3 · 12,0 · 11,7 · 8,4 · 10,2 · 2,9 · 3,3

Sweden
Developing: 7,0 · 8,1 · 4,7 · 5,8 · 10,5 · 7,0 · 8,1 · 7,0 · 3,5 · 4,7 · 4,7 · 5,8 · 4,7 · 8,1 · 1,2 · 3,5 · 2,3 · 3,5
Developed: 2,5 · 3,7 · 6,2 · 12,3 · 7,4 · 3,7 · 4,9 · 3,7 · 2,5 · 4,9 · 6,2 · 2,5 · 9,9 · 9,9 · 3,7 · 4,9 · 4,9 · 6,2

Other
Developing: 9,7 · 9,0 · 6,9 · 8,4 · 6,9 · 7,5 · 7,2 · 3,4 · 5,6 · 4,4 · 4,7 · 3,7 · 5,6 · 1,9 · 2,2 · 6,5 · 4,4 · 2,2
Developed: 3,2 · 1,6 · 4,1 · 5,7 · 2,5 · 3,2 · 3,8 · 6,3 · 5,7 · 6,0 · 8,2 · 4,1 · 11,7 · 11,7 · 5,7 · 7,6 · 3,2 · 5,7

■ A. End poverty
■ B. End hunger and achieve food security
■ C. Ensure healthy lives
■ D. Ensure inclusive and equitable education
■ E. Achieve gender equality
■ F. Sustainable management of water and sanitation
■ G. Sustainable and modern energy for all
■ H. Build resilient infrastructure
■ I. Sustainable industrialization
■ J. Foster technology innovation
■ K. Reduce inequality
■ L. Sustainable cities and human settlements
■ M. Ensure sustainable consumption and production patterns
■ N. Combat climate change and its impacts
■ O. Sustainably use the oceans, seas and marine resources
■ P. Sustainable use of terrestrial ecosystems
■ Q. Increase access to justice
■ R. Strengthen means of implementation

Graph 27. Perceptions of the three main countries considered

A. Eradicating poverty (SDG 1)
B. Ending hunger, achieve food security and improved nutrition (SDG2)
D. Ensuring quality education and promote life-long learning opportunities (SDG 4)
E. Achieving gender equality and empower of women and children (SDG 5)
F. Ensuring availability and sustainable management of water and sanitation (SDG 6)
G. Ensuring access to affordable and reliable energy (SDG 7)
I. Promoting inclusive and sustainable industrialization (SDG 9)
K. Reducing inequality within and among countries (SDG 10)
M. Ensuring sustainable consumption and production patterns (SDG 12)
N. Reinforcing actions to combat climate change and its impacts (SDG 13)
O. Conserving and using oceans, seas and marine resources within their capacity for renewal (SDG 14)
P. Conserving and using terrestrial natural resources (dry lands, forests, biodiversity *etc.*) within their capacity for renewal (SDG 15)

For didactic reasons, the answers concerning developing countries are analysed first and are followed by the analysis of the answers regarding developed countries.

For developing countries

Brazilian and French responses indicated that "ensuring quality education and promote life-long learning opportunities" is crucial to achieve sustainable development in the case of developing countries (11.9% and 11.8 respectively). The French responses attributed even more importance to "ending hunger, achieve food security and improved nutrition" (Brazil: 8.4%; France: 12.2%' Sweden: 8.1%). Like in the responses from Question 3.1.3, "nutrition" was reinforced again as one of the key areas to achieve sustainable development in developing countries, both from the perspective of developed and developing countries.

Brazilian responses also attributed great priority to "eradicating poverty" as an SDG of great relevance for developing countries (Brazil: 11.4%; France: 7.2%; Sweden: 7.0%). Poverty eradication, for example, was one of the focus areas under the "Common Position of the Group of 77 and China on Means of Implementation for Sustainable Development Goals".

Surprisingly, responses from Other countries and from Sweden give less priority to education (Sweden: 8.1%; Others: 9.0%). This area appeared as a high priority for Brazil over the whole set of questions. Other countries and Sweden defended the importance of "ensuring access to affordable and reliable energy" (Brazil: 3.8%; France: 4.7%; Sweden: 8.1%; Others: 7.2%). The Swedish answers also highlighted "achieving gender equality and empower of women and children" (Brazil: 3.1%; France: 6.1%; Sweden: 10.5%) and also gave priority to "reinforcing actions to combat climate change and its impacts" (Brazil: 3.6%; France: 3.9%; Sweden: 8.1%);

For developed countries

As suggested in the answers from both Brazilian and French respondents, the most important topic indicated for developed countries is "ensuring sustainable consumption and production patterns" (Brazil: 10.6%; France: 12.0%; Sweden: 9.9%). The Swedish answers also emphasised this alternative, but it was the second most popular along with "reinforcing actions to combat climate change and its impacts", a topic that was heavily featured in the Brazilian and French answers too (Brazil: 10.3%; France: 11.7; Sweden: 9.9%). The topic suggested in the majority of responses from Sweden as the most important issue for developed countries was "ensuring quality education and promote life-long learning opportunities" (Brazil: 5.1%; France: 4.7%; Sweden: 12.3%).

The other three most chosen options were subsequently: "reducing inequality within and among countries" (Brazil: 8.5%; France: 8.8%; Sweden: 6.2%); "conserving and using terrestrial natural resources" (Brazil: 8.1%; France: 10.2%; Sweden: 4.9%); and "promoting inclusive and sustainable industrialization" (Brazil: 8.0%; France: 5.5%; Sweden: 2.5%). Contrarily, these options were not declared as the most relevant topics for developing countries.

Not surprisingly, these differences of priorities between developed and developing countries were reflected across the whole set of responses to the questionnaire. Overall, the responses indicated that developing countries should prioritize education, eradicating poverty and issues related to achieving food security and improved nutrition, while the countries that have already reached reasonable levels of those topics are concerned on other issues, such as promoting well-being for all, life-long learning opportunities *etc*.

IX. Concluding remarks

The survey results show there was no major conceptual divergence. Developed and developing worlds tended to follow very similar ideas in the process of forging a basic understanding on consumption patterns for sustainable development. In the same line of thought, there were only structural differences where the contextual condition of each country was explored. Therefore, the perceptions displayed indicate that a relative common ground can be achieved to help build a convergent path, representing an improvement on this issue since the discussions on green economy during Rio+20.

There are only some structural differences concerning the contextual condition of each country (e.g. relative high value of social infrastructure and education for developing countries), reflected for example in the importance attributed by Brazilian respondents to water and sanitation, which was not replicated in the answers from the respondents from the other two countries. The results also suggest that the confrontation between social and environmental dimensions has been overcome and that focus on the economy represents now the most challenging part of sustainable development. Therefore, the perceptions displayed here indicate that a relative common ground can be achieved to help build a convergent path.

With the adoption of the Sustainable Development Goals containing targets related to consumption patterns, the issue has finally managed to reach the forefront of the debate nearly three decades after the Brundtland Report. The SDGs targets on consumption related issues are still too timid to promote the necessary changes on

their own but, however, nothing prevents countries from setting for themselves goals exceeding those agreed internationally to be achieved by 2030. In this light, the results herein may prove useful to guide policy-makers in the elaboration of more ambitious public policies adapted to each country's needs and priorities.

Appendix

I. Methodological note

The International Consultation on Consumption Patterns for Sustainable Development was developed by the Centre for Strategic Studies and Management (CGEE) in cooperation with the Akatu Institute for Conscious Consumption (Akatu), the Brazilian Business Council for Sustainable Development (CEBDS), the Institute for Sustainable Development and International Relations (IDDRI), the Institute of Research and Development (IRD), the Swedish Agency for Growth Analysis (GA), the United Nations Economic Commission for Latin America and the Caribbean (ECLAC) and the World Centre for Sustainable Development (Rio+ Centre).

The questionnaire reached an assorted audience of specialists from academia, business, civil society and government sectors. The mailing lists used in the survey were built with the contributions of the majority of the partners. the mailing lists, all contacts were sorted to enable the removal of repeated or invalid email addresses. During the period in which the questionnaire remained available online, all the email addresses that generated error and absence messages were removed.

The consultation process was conducted between November and December, 2014. The survey was sent by means of an individual link sent to each prospective respondent. The answer to all questions was voluntary and during the period the survey remained online, the respondents were able to stop and resume at their convenience, as well as change their answers at any time during the period of application. After the closure of the consultation process, the data was consolidated, tabulated and further analysed.

The consultation resulted in a total of 8,134 emails sent which yielded a total of 579 responses (7.8%) – see Table 1 below:

Table 1: Number of experts consulted

Number of questionnaires sent	**8,134**
Number of responses received	579
Response rate	7.8%

The results achieved do not imply any kind of statistically determined sampling. They do not represent any preconceived statistic correlation with any kind of variable, nor were understood as indicating public opinion representing the population of each country considered. Essentially, they show the opinions of a selected group of specialists and other professionals engaged in the discussions concerning sustainable development in three countries, namely Brazil, France and Sweden, and also in a less represented and heterogeneous group of other countries comprising 36 other nations. Overall, the opinions of respondents from all of these countries are valuable to identify the major trends and nuances regarding consumption patterns and the current debate on sustainable development.

A comparison between the number of respondents with the population and representation of the three main countries that participated in this consultation – Brazil, France and Sweden - shows an over representation of Brazil both in terms of number of respondents, as well as in terms of respondents/population ration. However, the opposite was observed for France. Table 2 summarizes the total number of respondents by country and demonstrates their relation with the corresponding population figures.

Table 2: Country of respondents

Country	Respondents	Total %	Sub-total %	Population (millions)	Total %	Sub-total %
Brazil	390	67.4	79.4	203	2.8	73.0
France	76	13.1	15.5	66	0.9	23.8
Sweden	25	4.3	5.1	9	0.1	3.2
Subtotal	*491*	*84.8*	*100.0*	*278*	*3.8*	*100.0*
Other	88	15.2	-	6,871	96.2	-
Total	*579*	*100.0*	*-*	*7,149*	*100.0*	*-*

The relation between respondents and their country of residence shows that the majority of the respondents is from Brazil, corresponding to almost 70% of the total number of respondents, followed by France and a lower representation from Sweden respondents (roughly 4%). Still, the basic relation between respondents and population of each country indicates a certain level of overestimation in the Brazilian and Sweden cases and an underestimation in the case of France. Nevertheless, the results from the group of Other countries cannot be interpreted in a similar way.

Regarding the target audience, the survey was designed to capture the perceptions of experts from multidisciplinary and adjacent areas related to sustainable development. More specifically, key actors concerned with consumption patterns, as well as with the sustainable development goals and the post-2015 international development agenda, covering a wide area of expertise, as already mentioned: public administration, private sector, business and consulting, academia, civil society and international organizations.

Table 3 presents the proportion of respondents per professional working area:

Table 3: Respondent's professional working area

(%)

Country	Public Administration	Business & Consultancy	Study and research	Civil society organization	International Organization	Did not answer	Total
Brazil	17.2	16.2	54.9	8.5	3.1	0.3	100.0
France	7.9	30.3	46.1	13.2	2.6	0.0	100.0
Sweden	72.0	0.0	20.0	4.0	4.0	0.0	100.0
Others	18.2	9.1	53.4	9.1	10 2	0.0	100.0
Total	18.5	16.2	52.0	9.0	4.1	0.2	100.0

The main professional working area of respondents was Study and Research, representing 52% of the total number of respondents. It was followed by public administration, representing 18.5%, business & consultancy representing 16.2%, civil society organizations (9%) and international organizations (4.1%). As such, it can be said that the type of contribution that the present consultation offers reflects a more predominant scientific perspective.

By fragmenting the respondent's working areas by countries, the results present some nuances. The main professional working area of the Swedish respondents might indicate that their answers were heavily influenced by the high participation of respondents from the "public administration" (72%) against 20% of respondents from study and research, and very little or none from the other areas . In the case of Brazil, almost 55% of the respondents come from study and research, followed by around 17% from government and business, civil society (8%) and international organizations (3%). The majority of the French respondents also come from study and research (46%), but there was a strong presence of people from business & consultancy (30%), as well as a greater representation from civil society organizations (13%) than in the other countries; public administration has a representation of only 8%.

With regards to how the respondents rate their knowledge of consumption patterns, the results indicate that they represent an audience that has substantial understanding on the subject, since most of the respondents have declared to have good or great knowledge, and the remaining ones have declared to have at least reasonable knowledge of the matter, as indicated in Table 4:

Table 4: Knowledge of consumption patterns

How respondents rate their knowledge	Quantity	%
Great	140	24.56
Good	**291**	**51.05**
Reasonable	123	21.58
Limited	**16**	**2.81**
Total of respondents	570	100

II. Executive summary

PROFILE OF RESPONDENTS		
Respondents per country	**Brazil** • 390	89
	France • 76	
	Sweden • **25**	
Main operating area	**Brazil** • Public administration (17.2%) • Study and research (54.9%)	
	France • Business and consultancy (30.3%) • Study and research (46.1%)	
	Sweden • Public administration (72.0%)	
Level of knowledge (all countries)	**Great** 25%	
	Good 51%	
	Reasonable 22%	

A. DIAGNOSIS
I. CONCEPTS

Importance for sustainable development

- Very important (Brazil: 82.5%; France: 74.3%; Sweden: 81.8%)

Expressions that better fit CPSD

Brazil

- Conscious consumption (21.8%)

- Responsible consumption (24.3%)

- Social equity (11.3%)

- Ethical consumption (11.2%)

France

- Conscious consumption (12.1%)

- Responsible consumption (22.2%)

- Eco-friendly lifestyle (15.7%)

- Social equity (13.1%)

Sweden

- Conscious consumption (14.8%)
- Responsible consumption (18.5%)
- Ethical consumption (18.5%)
- Green consumption (13.0%)

Consumption areas that are more relevant in your country

Brazil

- Food and nutrition (21.0%)
- Mobility and transport (21.7%)
- Water and sanitation (23.6%)
- Education (16.5%)

France

- Food and nutrition (28.0%)
- Housing and appliances (21.3%)
- Mobility and transport (26.1%)

Sweden

- Food and nutrition (28.6%)
- Housing and appliances (25.4%)
- Mobility and transport (33.3%)

Tackling consumption patterns involves

Brazil

- Satisfaction of basic needs (13.0%)
- Improvement of the quality of life (11.4%)
- Reduction of inequalities (17.5%)
- Make unsustainable products more expensive (15.0%)
- Minimization of environmental impact (21.3%)
- Use of natural resources within their capacity for renewal (16.9%)

France

- Satisfaction of basic needs (16.3%)
- Reduction of inequalities (17.0%)
- Concern for future generations (10.2%)
- Minimization of environmental impact (17.0%)

- Use of natural resources within their capacity for renewal (26.5%)

Sweden

- Make unsustainable products more expensive (17.8%)
- Concern for future generations (13.3%)
- Minimization of environmental impact (26.7%)
- Use of natural resources within their capacity for renewal (24.4%)

Characteristics of unsustainable consumption patterns

Brazil

- Overconsumption by rich consumers (11.9%)
- Predominance of the use of fossil fuels (14.5%)
- Wide use of toxic and non-biodegradable materials (11.6%)
- Large production and inadequate disposal of waste and sewage (12.9%)
- Inadequate water use (12.0%)

France

- Overconsumption by rich consumers (15.2%)
- Predominance of the use of fossil fuels (18.5%)
- Wide use of toxic and non-biodegradable materials (14.1%)
- Large production and inadequate disposal of waste and sewage (10.7%)

Sweden

- Overconsumption by rich consumers (20.3%)
- Under consumption by poor consumers (10.1%)
- Predominance of the use of fossil fuels (16.5%)
- Wide use of toxic and non-biodegradable materials (19.0%)

II. TRANSITION TRENDS

Dimensions where radical changes are required

In individual behaviour

Brazil

- Strongly agree (67.6%)
- Agree (27.1%)

France

- Strongly agree (67.6%)

- Agree (29.4%)

Sweden

- Strongly agree (54.2%)
- Agree (41.7%)

In society

Brazil

- Strongly agree (70.0%)
- Agree (26.8%)

France

- Strongly agree (78.3%)
- Agree (21.7%)

Sweden

- Strongly agree (75.0%)
- Agree (20.8%)

In the economy

Brazil

- Strongly agree (70.6%)
- Agree (25.2%)

France

- Strongly agree (81.4%)
- Agree (15.7%)

Sweden

- Strongly agree (83.3%)
- Agree (16.7%)

In the environment

Brazil

- Strongly agree (44.3%)
- Agree (19.5%)
- Disagree (19.5%)

France

- Strongly agree (38.2%)
- Agree (39.7%)

- Disagree (14.7%)

Sweden

- Strongly agree (45.5%)
- Agree (27.3%)
- Disagree (22.7%)

Compatibility with economic growth

Brazil

- Yes, but with lower growth rates than today (47.9%)

France

- Yes, but with lower growth rates than today (47.0%)

Sweden

- Yes, but with lower growth rates than today (54.5%)

Areas where technological evolution is more necessary

Brazil

- Food and nutrition (17.2%)
- Housing and appliances (10.2%)
- Mobility and transport (25.5%)
- Water and sanitation (23.1%)
- Education (12.6%)

France

- Food and nutrition (16.8%)
- Housing and appliances (21.9%)
- Mobility and transport (27.6%)
- Water and sanitation (12.2%)

Sweden

- Food and nutrition (15.8%)
- Housing and appliances (19.3%)
- Mobility and transport (33.3%)
- Clothing (10.5%)

Most relevant areas of knowledge to accelerate changes in CPSD

Brazil

- Education (27.5%)

- Business, Administration and Law (11.8%)

- Engineering, Manufacturing and Construction (18.9%)

- Agriculture, Forestry, Fisheries and Veterinary (16.5%)

France

- Education (25.2%)

- Business, Administration and Law (14.9%)

- Engineering, Manufacturing and Construction (15.8%)

- Agriculture, Forestry, Fisheries and Veterinary (14.9%)

Sweden

- Education (18.8%)

- Business, Administration and Law (14.9%)

- Social Sciences, Journalism and Information (17.2%)

- Engineering, Manufacturing and Construction (14.1%)

- Agriculture, Forestry, Fisheries and Veterinary (14.1%)

Changes necessary at the international level

Brazil

- Enhance cooperation for capacity building, knowledge transfer and innovation for sustainable technologies (21.4%)

- Incorporate in the post-2015 development agenda actions related to changing consumption patterns (11.4%)

- Take into consideration social and environmental concerns in matters addressed by financial organizations (15.2%)

France

- Provide adequate funding for the 10YFP (10.5%)

- Enhance cooperation for capacity building, knowledge transfer and innovation for sustainable technologies (17.1%)

- Take into consideration social and environmental concerns in matters addressed by financial organizations (22.7%)

- Enforce the application of the common but differentiated responsibilities (11.6%)

Sweden

- Increase implementation of the UN conventions (13.8%)

- Enhance cooperation for capacity building, knowledge transfer and innovation for sustainable technologies (17.2%)
- Take into consideration social and environmental concerns in matters addressed by financial organizations (27.6%)

Areas of the 10YFP that should be prioritized

Brazil

- Consumer information (25.8%)
- Lifestyles and education (36.5%)
- Buildings and construction (11.2%)
- Food systems (16.4%)

France

- Consumer information (16.2%)
- Lifestyles and education (31.6%)
- Public procurement (11.8%)
- Buildings and construction (13.2%)
- Food systems (27.2%)

Sweden

- Consumer information (10.3%)
- Lifestyles and education (35.9%)
- Public procurement (20.5%)
- Buildings and construction (10.3%)
- Food systems (23.1%)

III. OBSTACLES, OPPORTUNITIES AND RIKS

Obstacles for the adoption of CPSD

Brazil

- Social and economic disparities (26.0%)
- Inadequate taxation structure (11.8%)
- Insufficient public investment (14.9%)

France

- Social and economic disparities (12.8%)
- Low price of unsustainable consumer goods (19.1%)

- Inadequate taxation structure (17.0%)
- Insufficient public investment (11.7%)
- Lack of proper pricing for the use of ecosystem services (12.8%)

Sweden

- Low price of unsustainable consumer goods (29.1%)
- Inadequate taxation structure (23.6%)
- Lack of proper pricing for the use of ecosystem services (21.8%)

Opportunities that could arise from CPSD

Brazil

- Improving quality of life (15.6%)
- Reducing GHG emissions (10.9%)
- Reducing environmental degradation (18.3%)

France

- Improving quality of life (13.0%)
- Reducing inequality among countries (10.5%)
- Reducing food waste (12.6%)
- Reducing GHG emissions (13.8%)
- Reducing environmental degradation (19.0%)

Sweden

- Improving quality of life (16.4%)
- Reducing inequality among countries (11.0%)
- Reducing GHG emissions (20.5%)
- Improving labour conditions (12.3%)
- Reducing environmental degradation (19.2%)

Risks of the failure to adopt CPSD

Brazil

- Continued social and economic disparity between developed and developing countries (13.5%)
- Increased social inequality (12.2%)
- Depletion of natural resources (16.6%)
- Continued use of natural resources outside their capacity for renewal (12.6%)
- Irreversible loss of biological diversity (12.4%)

- Accelerated climate change (14.4%)

France

- Continued social and economic disparity between developed and developing countries (10.7%)
- Increased social inequality (14.4%)
- Depletion of natural resources (15.2%)
- Continued use of natural resources outside their capacity for renewal (12.3%)
- Irreversible loss of biological diversity (14.4%)
- Accelerated climate change (14.4%)
- Political instability (10.7%)

Sweden

- Continued social and economic disparity between developed and developing countries (12.8%)
- Depletion of natural resources (19.2%)
- Irreversible loss of biological diversity (12.8%)
- Accelerated climate change (17.9%)
- Political instability (11.5%)

B. PROPOSALS
IV. AGENDA

Actions that should be prioritized

Brazil

- Strengthening and disseminating the culture of sustainable lifestyles (18.1%)
- Improving national policies according to the countries common but differentiated responsibilities and capabilities (10.2%)
- Encouraging the choice of more sustainable goods and services (11.5%)
- Avoiding food waste (11.4%)

France

- Strengthening and disseminating the culture of sustainable lifestyles (18.0%)
- Make unsustainable products more expensive (14.2%)
- Enhancing international cooperation for capacity building and technology transfer (10.4%)

Sweden

- Make unsustainable products more expensive (26.2%)
- Improving national policies according to the countries common but differentiated responsibilities and capabilities (11.5%)
- Increasing sustainable public procurement (14.8%)

SDGs for which consumption patterns are more relevant

Brazil

- End hunger, achieve food security and improved nutrition and promote sustainable agriculture (7.2%)
- Ensure inclusive and equitable quality education and promote lifelong learning opportunities (7.7%)
- Ensure availability and sustainable management of water and sanitation for all (10.0%)
- Promote sustained, inclusive economic growth, full productive employment and decent work for all (7.6%)
- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss (8.7%)

France

- End hunger, achieve food security and improved nutrition and promote sustainable agriculture (9.3%)
- Ensure healthy lives and promote well-being for all at all ages (7.9%)
- Ensure access to affordable, reliable, sustainable and modern energy for all (7.9%)
- Ensure sustainable consumption and production patterns (7.5%)
- Take urgent action to combat climate change (8.9%)
- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss (12.1%)

Sweden

- End hunger, achieve food security and improved nutrition and promote sustainable agriculture (7.8%)
- Reduce inequality within and among countries (7.8%)

- Ensure sustainable consumption and production patterns (12.2%)

- Take urgent action to combat climate change (14.4%)

V. INSTRUMENTS

Main regulatory instruments

Brazil

- Marketing and advertising regulations (20.8%)

- Command and control regulations (17.4%)

- Mandatory performance standards (19.9%)

- Public sustainable procurement (21.0%)

France

- Marketing and advertising regulations (22.0%)

- Command and control regulations (18.6%)

- Mandatory performance standards (15.3%)

- Public sustainable procurement (17.8%)

Sweden

- Command and control regulations (33.3%)

- Mandatory performance standards (22.2%)

- Public sustainable procurement (19.4%)

Main financial instruments

Brazil

- Taxes and charges (23.8%)

- Subsidies and fiscal incentives (30.4%)

- Public investments (21.7%)

France

- Taxes and charges (31.2%)

- Subsidies and fiscal incentives (23.9%)

- Public investments (21.1%)

Sweden

- Taxes and charges (55.9%)

Main knowledge instruments

Brazil

- Training and education (36.4%)

France

- Training and education (38.7%)

Sweden

- Awareness campaigns (27.8%)

- Training and education (27.8%)

Means of implementation for the 10YFP

Brazil

- Adequate financial resources from multiple sources (14.1%)

- Transfer and access to environmentally sound technologies (14.5%)

- Partnerships for sustainable consumption and production (14.1%)

- Integrate programmes and initiatives into government programmes (14.0%)

France

- Adequate financial resources from multiple sources (15.8%)

- Partnerships for sustainable consumption and production (15.2%)

- Integrate programmes and initiatives into government programmes (13.9%)

Sweden

- Adequate financial resources from multiple sources (12.0%)

- Private sector engagement and other voluntary contributions (12.0%)

- Capacity-building (16.0%)

- Partnerships for sustainable consumption and production (14.0%)

VI. MONITORING

Social indicators

Brazil

- Access to drinking water and basic sanitation (10.9%)

France

- Access to drinking water and basic sanitation (6.3%)

Sweden

- Access to drinking water and basic sanitation (10.2%)

Environmental indicators

Brazil

- Carbon footprint per capita (8.0%)

- Water footprint per capital (8.5%)

- Tons of solid waste generated and solid waste recycled (11.1%)

France

- Carbon footprint per capita (13.8%)

- Water footprint per capital (11.1%)

Sweden

- Carbon footprint per capita (13.6%)

- Tons of solid waste generated and solid waste recycled (10.2%)

Economic indicators

Brazil

- Proportion of population in extreme poverty (8.0%)

- Tax incentives for energy efficient/low carbon technologies (5.9%)

France

- Share of imported food compared to locally sourced food (8.7%)

Sweden

- Proportion of population in extreme poverty (8.0%)

- Tax incentives for energy efficient/low carbon technologies (6.8%)

VII. GOVERNANCE

Main institutions for the promotion of CPSD

Brazil

- Regulatory agencies (11.2%)

- Educational organizations (16.6%)

- National governments (14.5%)

- Civil society organizations (11.8%)

France

- Educational organizations (14.0%)

- National governments (16.4%)

- Civil society organizations (12.3%)

- Neighbourhood organizations (10.5%)

Sweden

- Consumer organizations (12.3%)
- Regulatory agencies (17.5%)
- National governments (21.1%)
- Neighbourhood organizations (10.5%)

VI. POST-2015 DEVELOPMENT AGENDA

Most important areas for developing countries

Brazil

- Eradicating poverty (11.4%)
- Ending hunger, achieve food security and improved nutrition (8.1%)
- Ensuring quality education and promote life-long learning opportunities (11.9%)
- Ensuring availability and sustainable management of water and sanitation (8.9%)

France

- Eradicating poverty (7.2%)
- Ending hunger, achieve food security and improved nutrition (12.2%)
- Ensuring quality education and promote life-long learning opportunities (11.8%)
- Ensuring availability and sustainable management of water and sanitation (7.9%)

Sweden

- Eradicating poverty (7.0%)
- Ending hunger, achieve food security and improved nutrition (8.1%)
- Achieving gender equality and empower women and children (10.5%)
- Ensuring access to affordable and reliable energy (8.1%)
- Reinforcing actions to combat climate change and its impacts (8.1%)

Most important areas for developed countries

Brazil

- Promoting inclusive and sustainable industrialization (8.0%)
- Reducing inequality within and among countries (8.5%)

- Ensuring sustainable consumption and production patterns (10.6%)
- Reinforcing actions to combat climate change and its impacts (10.3%)
- Conserving and using terrestrial natural resources (dry lands, forests, biodiversity *etc.*) within their capacity for renewal (8.1%)

France
- Reducing inequality within and among countries (8.8%)
- Ensuring sustainable consumption and production patterns (12.0%)
- Reinforcing actions to combat climate change and its impacts (10.3%)
- Conserving and using oceans, seas and marine resources within their capacity for renewal (8.4%)
- Conserving and using terrestrial natural resources (dry lands, forests, biodiversity *etc.*) within their capacity for renewal (10.2%)

Sweden
- Ensuring quality education and promote life-long learning opportunities (12.3%)
- Ensuring sustainable consumption and production patterns (9.9%)
- Reinforcing actions to combat climate change and its impacts (9.9%)