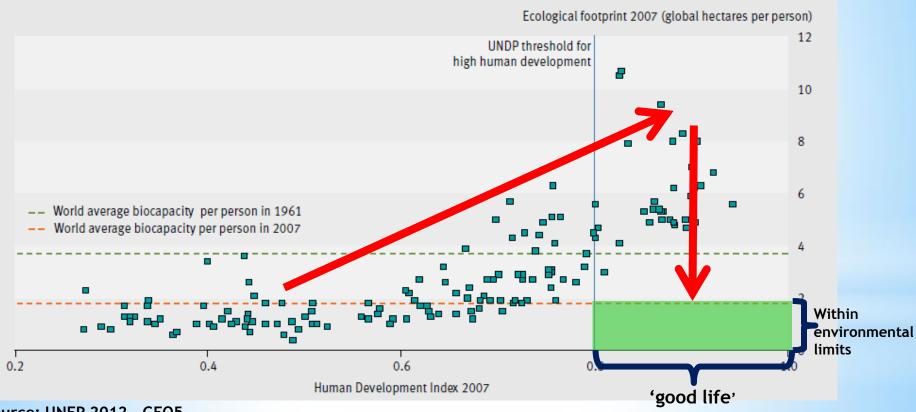
IS THE CHANGE NEEDED? STRENGTENING THE MOVEMENT EEB - 40 YEARS

Janez Potočnik Co-Chair International Resources Panel Brussels, DECEMBER 2ND, 2014

GLOBAL CHALLENGE: "LIVING WELL... within THE LIMITS OF our PLANET"



Source: UNEP 2012 - GEO5



- POST- 2015 PROCESS (NEW YORK 2015)
 - POVERTY ERADICATION AND SUSTAINABILITY: TRANSFORMATIONAL AGENDA
 - GOALS, TARGETS, INDICATORS
 - MEANS OF IMPLEMENTATION (FUNDING, GOVERNANCE, ACCOUNTABILTY – MDG's AND SDG's DIFFERENCE
- CLIMATE/ENERGY (EU, USA AND CHINA, PARIS 2015)
- CBD DEVELOPMENTS (NAGOYA, HYDERABAD, PYEONGCHANG)



7TH ENVIRONMENTAL ACTION PROGRAMME:

3 THEMATIC :

PROTECTING NATURAL CAPITAL, RESOURCE EFFICIENT&LOW CARBON GROWTH, PROTECTING HEALTH&ENVIRONMENT,

4 I's - ENABLING

IMPEMENTATION, INFORMATION (KNOWLEDGE/EVIDENCE), INVESTMENT, INTEGRATION,

2 SPATIAL

URBAN ENVIRONMENT, INTERNATIONAL DEVELOPMENTS



- FIGHT AGAINST CLIMATE CHANGE (ENERGY&CLIMATE POLICY ...)
- PROTECTING BIODIVERSITY (BIODIVERSITY STRATEGY ...)
- IMPROVING THE QUALITY OF AIR (AIR PACKAGE ...)
- WATER QUALITY AND QUANTITY (WATER BLUEPRINT ...)
- **PROTECT HUMAN HEALTH (CHEMICALS REACH IMPLEMENTATION ...)**
- IMPLEMENTATION (INFINGEMENTS, INSPECTIONS, ACCES TO JUSTICE ...)
- •



economy&environment

- RESPONDING TO FINANCIAL CRISIS IS NECESSARY, BUT NOT SUFFICIENT TO ADRESS THE PROBLEMS OF GLOBALISATION AND IMPROVING COMPETITIVENES
- GETING ALL STAKEHOLDERS ON BOARD: RESOURCE EFFICIENCY ROUNDTABLE
- PROGRAMME FOR CHANGE: RESORCE EFFICIENCY ROADMAP
- INTEGRATION WITH OTHER POLICIES : CIRCULAR ECONOMY PACKAGE
- INTEGRATION INTO ECONOMIC GOVERNENCE MODEL: PREPARING INPUTS FOR THE SEMESTER PROCES – SUSTAINABLE ECONOMIC POLICY, REORGANISATION OF DG ENVI, REGULAR POINT ON THE ENVI COUNCIL AGENDA
- ACTIVELY CONTRIBUTING INPUTS FOR THE GLOBAL TRANSFORMATIONAL AGENDA





- LIMITS OF THE TRADITIONAL APROACH TO ENVIRONMENTAL POLICY -PREVENTING A DISEASE OR TREATING THE DISEASE?
- INTEGRATION IS A MUST IF WE ARE TO AVOID THE LOCK-INS, INTERESTS DEFENDING STATUS QUO AND PREVENTING NECESSARY CHANGES (ECONOMY, AGRICULTURE, FISCHERIES, INDUSTRY, ENERGY, TRANSPORT, DEVELOPMENT, TRADE, RESEARCH AND INNOVATION ...)



- RIO+20 AND POST-2015 (ROLE OF EU IN RIO, INTEGRATION OF DEVELOPMENT (AGENDA FOR CHANGE) AND ENVIRONMENT, 2 COMMUNICATIONS ...)
- CLIMATE DEVELOPMENTS (FCCC ...)
- CBD (NAGOYA, HYDERABAD, PYEONGCHANG ROLE OF EU)
- OTHER INTERNATIONAL CONVENTIONS



EU IS CREDIBLE ONLY IF OUR INTERNAL POLICIES MATCH OUR INTERNATIONAL AMBITIONS



- IF PRICES DO NOT REFLECT THE TRUE VALUE AND COSTS OF RESOURCES,
- IF REWARDS TO CAPITAL ARE DISPROPORTIONATE TO OTHER INPUTS,
- IF MANAGERS ON ANNUAL CONTRACTS ARE INDUCED TO MAKE SHORT TERM INVESTMENT DECISIONS OVERLY INFLUENCED BY BONUSES BASED ON SHORT TERM SHARE PRICE,
- IF ...



- INNOVATION (INCENTIVES)
- **PRODUCTS (DESIGN)**
- CONSUMERS (BEHAVIOUR)
- BUSINESS MODELS
- YES ECO INDUSTRIES ARE IMPORTANT, BUT THE WHOLE ECONOMY HAS TO CHANGE



PROTECTING ENVIRONMENT AND HUMAN HEALTH WILL NOT BE POSSIBLE WITHOUT FUNDAMENTALLY CHANGING OUR ECONOMIC BEHAVIOUR - WITHOUT GOING INTO THE ROOTS OF ECONOMIC THEORY

ECONOMIC DEVELOPMENT WILL NOT BE POSSIBLE WITHOUT RESPECTING THE LIMITS OF THE PLANET

> ECOLOGY ECONOMY OIKOS (HOME)

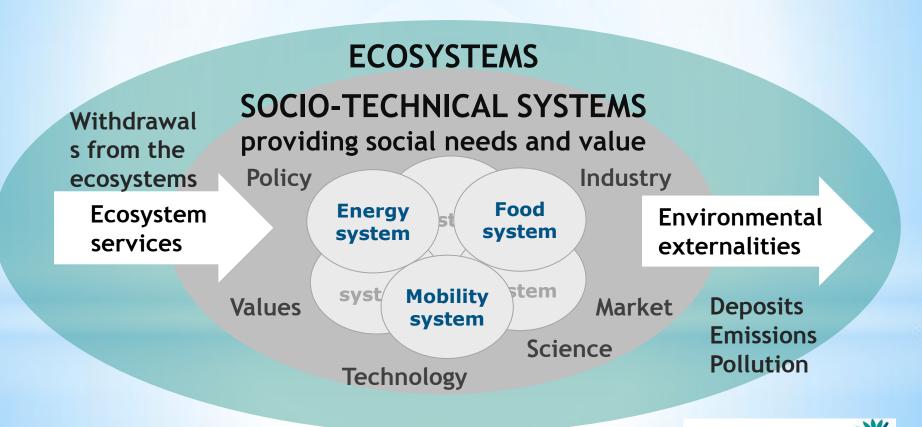


FROM FRAGILITY TO SUSTAINABILITY

INCREASED RESPONSIBILTY

LEARN FROM NATURE

LIVING WELL WITHIN ECOLOGICAL LIMITS



European Environment Agency

* CHANGE is

UNAVOIDABLE

WE HAVE TO FIX A BROKEN COMPASS (PAVAN SUKHDEV)



* MAIN OBSTACLES FOR CHANGE ...

HUMAN BEHAVIOUR - WHY WE ACT AT HOME IN A DIFFERENT WAY THAN WE DO IN OUR PUBLIC LIFE?

LACK OF LONG TERM CONSISTENCY – HOW TO STRENGHTEN LONG TERM STRATEGIC THINKING AND POLICY MAKING AND REPLACE PREVAILING SHORT TERM LOGIC?

PROTECTING STATUS QUO - HOW TO BREAK LOCK-INS AND THE LOGIC OF DEFENDING THE LOWEST COMMON DENOMINATOR APPROACH?

GOVERNENCE AND LACK OF IMPLEMENTATION: HOW TO TRANSLATE COMMITMENTS FROM POLITICAL STATEMENTS TO A DAILY REALITY ?

SILOS MENTALITY - HOW TO MAKE PEOPLE UNDERSTAND THAT COOPERATION IS THE BEST WAY FOR ALL OF THEM TO WIN?

* HOW TO IMPROVE TRUST AMONG STAKEHOLDERS?

- POLITICIANS: STRENGHTEN LONG TERM LOGIC, TOO OFTEN TEND TO DEFEND THE INTERESTS OF THE LOUDEST/STRONGEST INSTEAD OD PUBLIC INTERESTS
- **BUSINESS**: ASOCIATIONS TO OFTEN PROTECT THE STATUS QUO, PROGRESSIVE PART OF THE BUSINESS SHOULD TRY TO WIN THE INTERNAL BATTLE FOR CHANGE
- CIVIL SOCIETY: KNOWLEDGEABLE AND CONSTRUCTIVE PARTNERS, PREFFER LEGISLATIVE APPROACH TO THE VOLUNTARY OR INTEGRATION DUE TO THE LACK OF TRUST, FROM OPT OUT TO OPT IN AND ACTIVE ENGAGEMENT
- CONSUMERS: ENVIRONMENT IS ONE OF THE HIGHEST CONCERNS AMONG CITIZENS, BUT WE HAVE TO BETTER EMPOVER THEM – THE ROLE OF SOCIAL MEDIA
- LOCAL, REGIONAL, GLOBAL LEVEL: IMPLEMENTATION IS THE NAME OF TRUST BUILDING



- COMMISSIONER FOR ENVIRONMENT IS IN A PRIVILEGE POSSITION SINCE HE/SHE HAS AN ARMY OF PATIONATE AND KNOWLEDGABLE SOLDIERS ON THE BATTLE FIELDS
- **OWNERSHIP BY ALL STRAKEHOLDERS** IT IS ABOUT THEIR LIFE AND THEIR LEGIMITATE INTERESTS
- LESSONS LEARNED IN RIO+20 AND IN OTHER FORA ...
- THE ROLE OF EEB, THE ROLE OF GREEN10, THE ROLE OF CIVIL SOCIETY – STAY TUNED, STAY ACTIVE ... WE NEED YOU





ECONOMY ENVIRONMENT BATTLE



ECONOMY ENVIRONMENT BALANCE

ENVIRONMENT ECONOMY

