

An Overview of IAU Cluster Principles: A Whole Institution, Cultural Approach to Transforming Campuses through Responsible Consumption and Production

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Presentation Overview



1. **Defining Responsible/Sustainable Consumption and Production (SCP)**
2. **SDG 12 Targets** and **HLPF** on SDG 12 (July 2018)
3. **Rooting SDG 12** in a **Whole Institution & Cultural Approach**:
 - Role of **Symbols**
 - **Organizational Cultures** & Production
 - **Cultural Roots** of Sustainable Development & SCP
 - **Transformative Innovation** and **Stories of Transition**
 - **New Identities** and University Scholarship



Defining Responsible/Sustainable Consumption and Production (SCP)

SCP (a widely accepted early definition):
*“the use of **services and related products**, which **respond to basic needs** and bring a **better quality of life** while **minimizing the use of natural resources and toxic materials** as well as the **emissions of waste and pollutants** over the **life cycle of the service or product** so as not to jeopardize the **needs of future generations**”*

Norwegian Ministry of Environment, *Oslo Symposium on Sustainable Consumption and Production (SCP)*, 1994, cited in *UN Chronicle*, “Ensuring Sustainable Consumption and Production Patterns: An Essential Requirement for Sustainable Development,” Vol 51, no. 4 (April 2015). Available from: <https://unchronicle.un.org/article/goal-12-ensuring-sustainable-consumption-and-production-patterns-essential-requirement>

Responsible Consumption and Production (SDG 12)

UN Targets



1. Implement **10 Yr Framework Programme** on SCP
2. Sustainable management/use of **natural resources**
3. Halve **retail & consumer food waste** & food chain losses
4. Environmentally sound management of **chemicals**
5. Reduced **waste generation**

SDG 12 UN Targets (continued)



- 6. **Corporate** sustainable practice and reporting
- 7. SD in **public procurement**
- 8. **Public awareness** of SD and Sustainable Lifestyles
 - A. Support **developing countries' science & tech** for SCP
 - B. Tools for monitoring **sustainable tourism**
 - C. Rationalize **inefficient fossil fuel subsidies** & mitigate adverse impacts



HIGH-LEVEL POLITICAL FORUM ON SUSTAINABLE DEVELOPMENT

SDG 12 Issue Review at HLPF July 12, 2018 (Delia, 2018):

- SDG 12 is “**at the heart and soul**” of the *2030 Agenda*
- Steady State, **Circular/Cradle to Cradle** (vs. linear) Economy
- Challenges facing **small island states & LDCs; raw material overuse** by developed countries
- **Lack of monitoring framework** for SDG 12 targets and **lack of transparency** of sectors (e.g., extractives)
- **Electronic and plastic waste**
- Make a **sustainable lifestyle easy**

Culture and SDG 12 Figure 8 Symbolism



N. American Indigenous:
Spider and infinity,
Balance, Past shaping future, Gentle strength



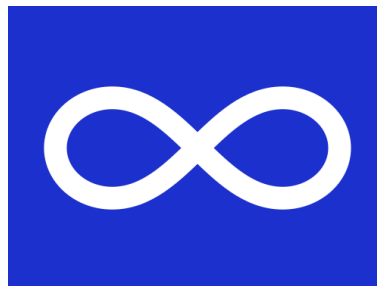
European Cards:
Creatively combining elements;
Limits of world on acquisition



SDG 12:
Circular economy



Egyptian Ouroboros:
Disorder needed for periodic renewal,
Eternal unity



Canadian Métis: Joining of two cultures;
Existence of a people forever



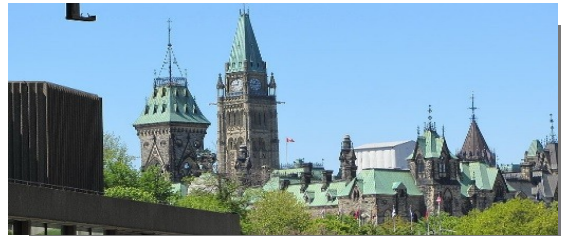
RCE Saskatchewan:
ESD combining long temporal & spatial horizons for focussed action

SDG 12 and Organizational Culture: Multiple Organizational Types

Not-for-Profit/
NGO



Government



Cultural and
Religious



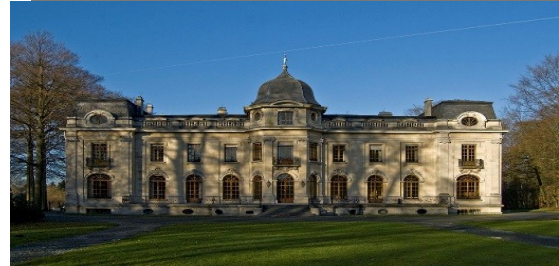
Academic



Business



Aristocracy/
Craftspeople/
Professions



Family



SDG 12 and Organizational Culture:

Multiple **Organizational Types** and **Production Systems**

Not-for-Profit/
NGO &
Volunteerism



Government &
Taxation and
Centralized
Disbursement



Cultural and
Religious & Charity/
Benevolence;
Ceremonies



Academic & Curiosity
Driven Methods for
Discovery



Business &
Private
Market
Transactions



Aristocracy/
Craftspeople/
Professions &
Specialized
Reciprocity



Family &
Household
Production
(food/clothing/
shelter)



Whole Institution Cultural Approach:

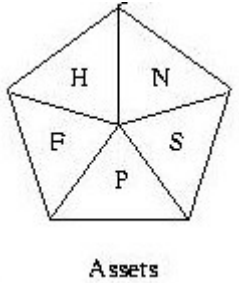
Old and New Production Systems Within the University

- **Volunteerism:** Faculty Service (e.g., Committees/Community); Student Volunteer Placements; Open/Free Publications
- **Private market:** Finance Offices, Budget Committees, Industry Partnerships, Consulting, Bargaining & Faculty/Students Unions
- **Centralized Administration and Disbursement:** Presidents' Office, Deliberative Councils, Departmental/Disciplinary Chairs, Students Union Presidents
- **Professions/Peers/Friends:** Collegial Governance, Peer Review, Faculty Ranks, Academic Conferences, Student Clubs and Societies, Academic Awards
- **Cultural/Religious:** Matriculation/Graduation Ceremonies, Sabbaticals, Research/Academic Ethics Boards
- **Family/Household:** Home Departments, Student Residences



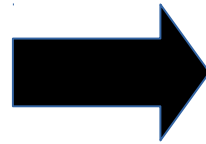
Cultural Roots of Sustainable Development (SD):

Impartially Judging Existing (and Possible) Production Choices



- *Multiple production systems* (Market and Non-Market)
- *Diverse market forms* (for-profit, cooperative, state enterprise)
- *Diverse scales*

**Possible
Production
Processes**



Efficient?
Effective?

Two key goals of SD (WCED 1987, p. 43):

Human Capital: meet essential needs of poor (& vulnerable, & aspirations, & quality of life, & human capabilities, & well-being)

Natural Capital: environmental limits/carrying capacity/ services, resilience & healthy ecosystems

Early SD Outcomes/Bottom Line

Organizations and Initial Focus of Resource/Capital Use

Focus: Human and Natural Capital

Not-for-Profit & Volunteers

Government & Citizens/Subjects

Cultural/Religious & People(s)/Believers

Academic & Scholars



Focus: Physical Capital/Artifacts

Business & Factories/
Goods/
Transports

Professions/
Craftspeople & Workshops/Tools

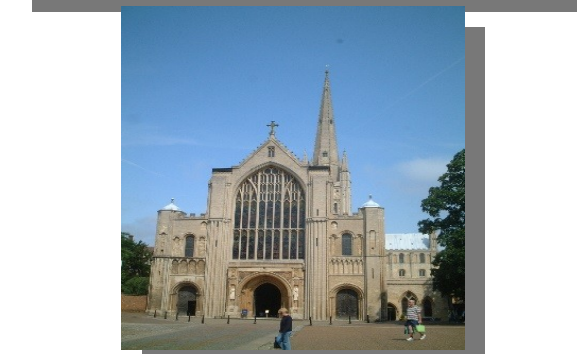
Family & Home/Hearth/
Furnishings



An expanded role in SD for NGOs/Volunteerism?

Organization Shifts in Resource Use for Transformative Innovation

Focus: Embrace
Opposite **Physical Capital**



Not-for-Profit/NGO:
**Free/Open/Shared
Equipment Libraries(?)**

Government:
Money

Cultural & Religious:
Bow and Arrow

Academic:
**Fire and Heated
Materials**

Embrace Opposite
**Human/Natural
Capital**



Business:
**(Scientific)
Management**

**Professions/
Artisans/Crafts:**
Friendship

Family:
Kinship

Earlier Innovations are *Reinvented*
using Newest Production System...

Possible New/Reinvented Technologies

- *Money:*
 - **Not-for Profit Currency** exchanged between universities for scholarly and sustainability goals
- *Friendship:*
 - Human: **Innovation in peer review** including contributions to SDGs (research, teaching, impacts on scholarly and wider community)
 - Plants: New forms of plant domestication (e.g. companion planting) **on campuses**



Universities Embracing Newest Model of Production = Volunteerism

- **Academic freedom** a core value of universities
 - Even in countries where freedoms limited
- Allows academics to **freely collaborate around scholarly causes & new methods**
- Can then **invent (reinvent) technologies for Responsible Consumption and Production**
 - Customize to local livelihoods and ecosystems



SDG 12 and **Cultural Stories**: The Role of Universities in Earlier Production Transitions

- *Industrial Revolution and Role of Science*
 - The **Royal Society of London** (1660 C.E.)
- *Rise of State Administrations and the Role of Humanist Colleges*
 - The **Trilingual College of Leuven** (1517 C.E.)
- Role of Newest System (Volunteerism) in University Innovation (see Petry 2012, 2014)
 - **Regional Centres of Expertise** (RCEs) on ESD; **IAU HESD Cluster**



Even Earlier Cultural Stories of Transition “Starring” Curious People, Medicine People, & Wise People



Curious Pandora Opens a “Box” = Cooking/ Storage Pot

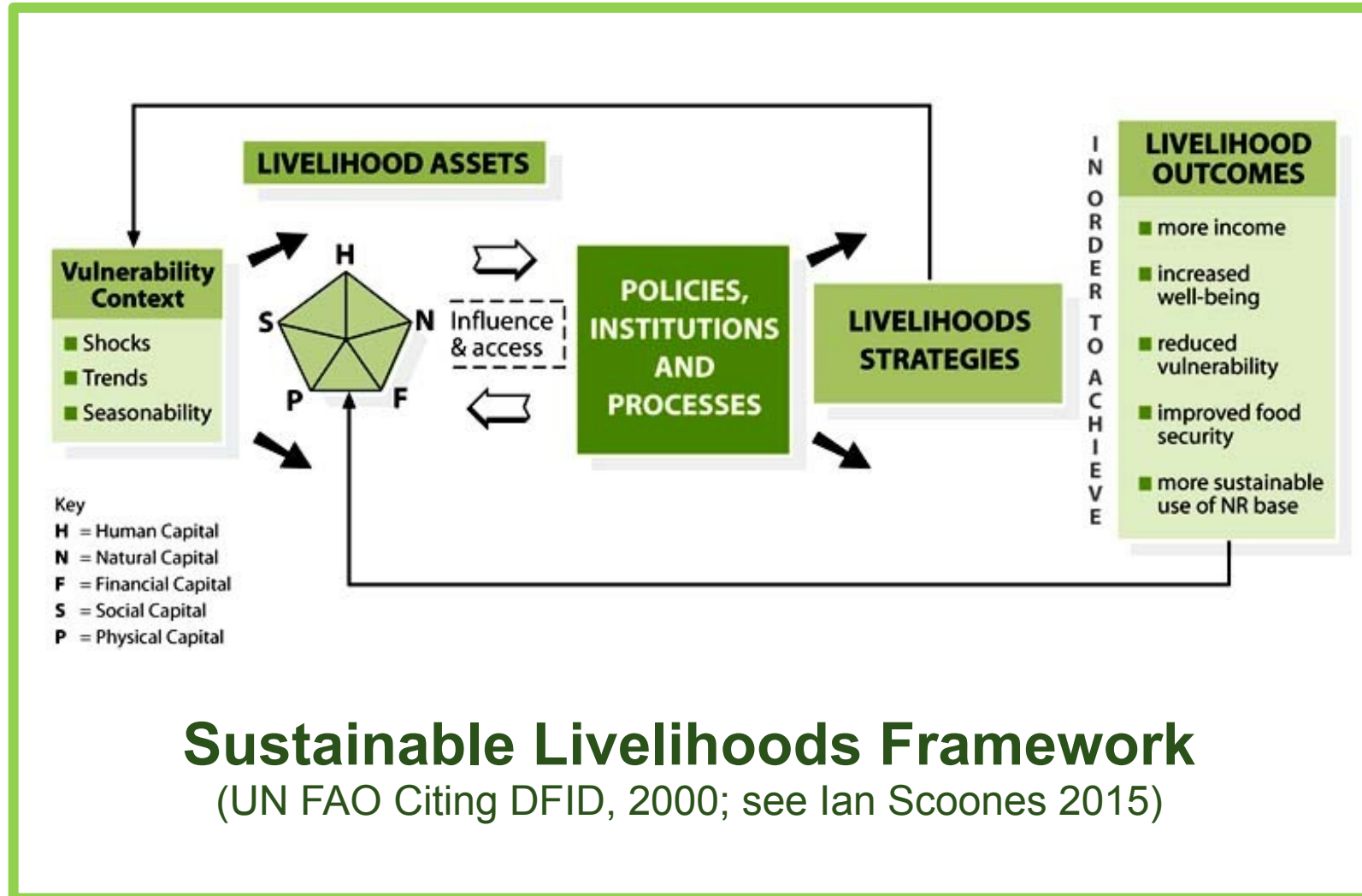


Cheyenne medicine woman teaching people to hunt buffalo and make chiefs



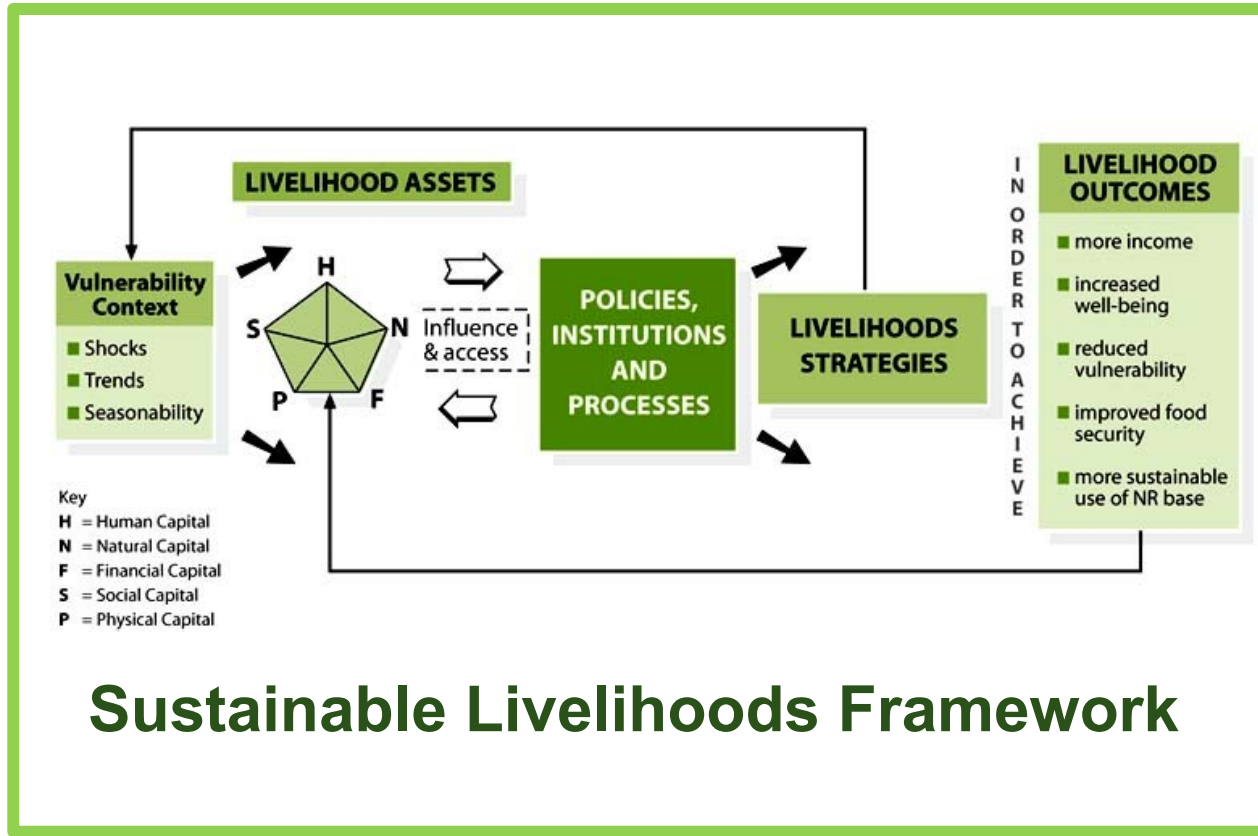
A wise woman with new knowledge is made young again (15th century Italian Playing Cards)

Sustainable Livelihoods(SL) Framework: Integrating Production and Consumption *into a Single Market Identity*



**A Citizen as
Microcosm of
State/
Government**

Sustainable Livelihoods(SL): Building A New *Scholarly Identity*?



Individual Scholarly Identity:
Promoting Academic Freedom through Sustainable Livelihoods



Organizational Identity:
Promoting Autonomy & Inter-University Cooperation through Sustainable Livelihoods

Altering Material Production Inputs with SLs: Moving Beyond Inputs Minimizing Labour/Human Capital

- 5 manufacturing industries noted for their **high energy and physical capital use** and **low labour** inputs (Michael Renner 1991):
 - primary metal
 - paper
 - oil refining and coal products
 - chemicals
 - stone, clay, glass
- Account for 80-85% of energy use/toxics released in U.S. manufacturing, 21% of energy consumed, and only 3% of jobs (Renner 1991)



Universities Embracing Collegial Governance/Human Capital to Produce & Consume Different Materials

- Universities with collegial governance: one of the few examples of “worker cooperatives” (Jean Tirole, *Economics for the Common Good*, 2017)
- Scholarly self-ownership allows input balance: not minimizing labour
- Allows innovation with new materials requiring higher human capital/labour inputs



