



# United Nations Environment Programme

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PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT • PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE  
ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

## 3R Platform

A Proposal to the 3R Ministerial Conference, Tokyo, 28-30 April 2005

### Background

One of the challenges facing us today is the need to introduce a more life cycle oriented approach to addressing production and consumption. Such an approach should stimulate recycling and reuse of products, and reduce materials and energy use during production and consumption. The G8 has developed an initiative on the 3R approach (reduce, reuse, and recycle), launched by the Government of Japan. It was endorsed at the G8 Summit held in June 2004 at Sea Island, USA. As a follow up to the G8 endorsement, the Government of Japan is organizing a 3R Ministerial Conference in Tokyo from 28 to 30 April 2005. The Conference is a starting point for pursuing globally, a sound material-cycle society through the "3Rs" of reduce, reuse and recycle. The issue of 3R takes on added significance with the priorities placed on it by the World Summit on Sustainable Development (WSSD) and one of its key outcome documents – the '10 Year Framework Programme on Sustainable Consumption and Production', which specifically endorses the 3R policy approach as a means to achieve sustainable consumption and production.

### Proposal

In order to move forward and implement the intended outcomes of the 3R Ministerial Conference, it is proposed to develop an implementing mechanism for the 3R initiative in developing countries in the Asia-Pacific region, tentatively to be called the "3R Platform". Such a platform would provide support for concrete 3R activities, such as demonstration projects and institutional strengthening exercises, building on experiences in Japan and other countries, and tailoring them to the needs and specific conditions of each country. The Platform will have two key objectives, the first related to sustainable production. This objective looks at ways in which the private sector can take the initiative to implement sustainable practices in the entire life cycle of the products that they produce and services that they provide. The second objective is related to sustainable consumption. This objective focuses on consumers as trend-setters, in creating the demand for products that are environmentally friendly, in its entire lifecycle. It is envisaged that similar platforms can be developed with other G8 countries for Africa and Central/South America.

### Components

The 3R Platform is envisaged to have **six** programmatic components. The components cover a range of issues related to building sustainability commitment, developing 3R policies and strategies, developing information networks and improving access to accurate and trustworthy information. Cooperation among entities working on 3R issues in the Asia-Pacific Region will be a critical element of the Platform.

### Platform Partners

The Platform's activities will be implemented by three types of partners: National and local governments, private sector entities (business, trade and industry), and civil society entities, (including other UN bodies, NGOs/NPOs, consumer groups, universities). Partners and participants in the Platform will include SMEs and private companies, industry associations and institutes, chambers of commerce, consumer groups, universities and research institute, etc. The key inputs provided by each set of partners are different. For governmental partners the inputs focus on *policy instruments* such as laws, rules, procedures, and market-based instruments. For private sector partners, the focus is on *technology systems*, including their transfer, management systems, research etc. For the civil society partners, the focus is on *education* – awareness raising, lessons learnt, sustainable consumption etc. The platform will be operationalized by a networking and data sharing mechanism for participating countries and initiatives.

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