

# Portfolio: Communication

Yimin Deng



## Going Zero Waste

entails responsible production, consumption and disposal of products in a closed, circular system.

less  
waste  
more  
care



Join the movement :  
[OnePlanetNetwork.org/ZeroWaste](https://OnePlanetNetwork.org/ZeroWaste)



A shift to a circular economy, which embraces zero waste, can save governments **US\$70 billion** by 2040 and create **700,000 additional jobs**.

less  
waste  
more  
care

Promoting zero-waste initiatives can help advance all SDGs.

Join the movement :  
[OnePlanetNetwork.org/ZeroWaste](https://OnePlanetNetwork.org/ZeroWaste)

share your

## Best Practices

on reducing & managing waste  
[OnePlanetNetwork.org/ZeroWaste](https://OnePlanetNetwork.org/ZeroWaste)



less  
waste  
more  
care



# Images

## Zero Waste Campaign



# \$80-120 Billion

Single-use plastic packaging results in an astonishing loss of 95% of its value, estimated at US\$80-120 billion annually.



OnePlanetNetwork.org

# 30%

Packaging accounts for about 30% of global plastic consumption, with even high rates in certain regions.



OnePlanetNetwork.org

## Images

Beat Plastic Pollution Campaign





**Solutions from the  
One Planet Network  
to Curb Plastic Pollution**



*Happy  
World  
Environment  
Day*



**One planet**  
handle with care

[OnePlanetNetwork.org/PlasticPollution](https://OnePlanetNetwork.org/PlasticPollution)

# Videos

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# July 2023

## Updates from across the One Planet Network

The Sustainable Development Goals, central to the [2030 Agenda for Sustainable Development](#), provide a shared vision for governments, organisations, businesses and individuals to work towards peace and prosperity for all on a healthy, thriving planet. **We are now halfway to the 2030 deadline** yet the development progress we have made throughout decades is threatened by the aggregated pressures of climate disasters, conflict, economic downturn and lingering COVID-19 effects.

At the midpoint of our 2030 “deadline”, this year’s [High-Level Political Forum on Sustainable Development](#) will be a crucial opportunity to accelerate progress. The High-Level Political Forum on Sustainable Development, or the HLPF, was set up as the central UN platform to follow up and review the 2030 Agenda. The One Planet Network will report its progress from the past year on implementing the [10-Year Framework of Programmes on Sustainable Consumption and Production](#) during a session in New York on 13 July. The actions we’ve taken together as a network prove that **we can make the Sustainable Development Goals a reality**. However, as you have probably already heard, we need to do more and move faster. The One Planet Network has been buzzing with activities across our programmes this summer and we are excited to share them with you.



Asia-Pacific SCP-HAT Workshop, 15 June 2023

**Providing solutions to #LiveLifeBetter** is central to the work of OPN and our partner [GO4SDGs](#), short for Global Opportunities for SDGs. To celebrate World Environment Day on 5 June, GO4SDGs had activations all around the world: from launching a [green start-up accelerator](#) in India to inaugurating the [first waste collection facility](#) in a Kyrgyz village. Working with OPN, GO4SDGs also hosted the Asia Pacific SCP-HAT workshop in Thailand. [SCP-HAT](#) stands for Sustainable Consumption and Production Hotspot Analysis Tool. It identifies key points of intervention and provides **science-based support** for policymaking. This regional workshop aimed to enhance knowledge of **SCP approaches and their contributions to the economic and social transformation to achieve the SDGs in the region**.

**Transitioning towards sustainable food systems is key to achieving Sustainable Development Goals and limiting global warming within 1.5°C.** Leading up to the [UN Food Systems Summit +2 Stocktaking Moment](#) on 24-26 July, the [Sustainable Food Systems Programme](#) focuses on how to improve our current unsustainable food systems and help provide us all with healthy and nutritious diets, especially by facilitating multi-stakeholder collaboration.

## Consumer Information

### Making Reliable Claims and Applying the “Guidelines for Providing Product Sustainability Information”

19 July 2023, 2 - 4:30 pm, East Africa Time



Effective consumer information plays a key role in creating a sustainable and healthier market because it allows consumers to be informed and empowered to vote with their wallets in favour of sustainable consumption and production patterns.

Join the 19 July workshop on making reliable claims and applying the “[Guidelines for Providing Product Sustainability Information](#)”, hosted by the [Consumer Information Programme](#), in collaboration with the [African Organisation for Standardisation](#). Additionally, the workshop explores the synergy between the organisation and UNEP by discussing how to adapt the guidelines to the regional context.

# Newsletter Content and Layout

read the newsletter here



# OUR REACH

## 2022 in Numbers



### Twitter

**100k+**  
total impressions

**+33%**  
increase in impressions

**5,000+**  
total followers

### LinkedIn

**80k+**  
total impressions

**4,000+**  
total page visits

**1,500+**  
new followers

### Newsletter

**100k+**  
emails sent  
through 46 newsletters

**+70%**  
increase in subscribers

**9,000+**  
total recipients

### Website

**600k+**  
total pageviews

**4,600+**  
knowledge products

**5,000+**  
members

OnePlanetNetwork.org

@10YFP  

# Zero Waste

## campaign in Numbers



To welcome the world's first Zero Waste Day on 30 March, 2023, the One Planet Network launched a two-week campaign on 20 March. **Here are the results:**

### Twitter

**2.2x**  
more impressions than  
the first three weeks  
of March

**+25.2%**  
increase in engagement  
rate vs. previous months<sup>1</sup>  
eng rate: 3.82%

### LinkedIn

**4,762**  
total impressions  
**+17.8%**  
vs. the first three weeks  
of March

**7.3%**  
engagement rate  
**2.3x of global benchmark<sup>2</sup>**

### Newsletter

**40.5%**  
open rate  
**1.9x of global benchmark<sup>3</sup>**  
**+6.7%**  
vs. previous newsletters<sup>4</sup>

### Website

**90k+**  
total pageviews in March  
**+25.7%**  
vs. February

1,4: Starting January 1, 2023      2: Global average: 3.2%, Social Insider      3: All industries average: 21.33%, Mailchimp

OnePlanetNetwork.org

@10YFP  

# KPI Dashboard

data analytics and visualization



## Exploring “aspirational consumption” to drive systemic lifestyle changes



A thought piece for the G20 initiative on Lifestyles for the Environment\*

Ligia Noronha, UN Assistant Secretary-General and Head of UNEP New York Office  
 Steven Stone, Deputy Director, Industry and Economy Division of UNEP  
 Maria Jose Baptista, Intergovernmental and Interagency Affairs Officer of UNEP\*\*

Each year, the fashion industry produces a startling array of new clothes, backed up by advertising that in its totality runs in hundreds of billions of dollars per year.<sup>1</sup> The result: 73% of all clothes produced end up being dumped, burned, or otherwise discarded, with ever shorter use.<sup>2</sup> And this scenario is repeated in sector after sector for the essentials in our lives. In this paper we ask: need this be so?

\*Presented at the G20 side event on “Infusing new LIFE into Green Development.” Mumbai, India. 13 Dec. 2022  
 \*\*Authors are staff at the UN Environment Programme. Views are of the authors alone and should not be construed as representing official UNEP policy. The authors would like to thank Janez Potočnik and Izabella Teixeira (IRP Co-Chairs); and Merlyn van Voore and Hala Razian (UNEP, IRP Secretariat) for their valuable contributions.

The scale of the multiple crises that we face – human and planetary – is unprecedented in history and will require the efforts of all. Most policy efforts have focused on supply side conditions and sustainable production and, while these are essential, less attention has been given to the important role that consumers along the value chain could play in supporting systemic change. But this is changing. The recently adopted UN resolution (28 July 2022) establishing a human right to a clean, sustainable, and healthy environment<sup>3</sup> calls into question not only the license to operate of highly polluting firms but also the role that individuals and consumers can play in enabling and demanding a cleaner and healthier future.

At the Climate Conference in Glasgow in 2021, Prime Minister Modi of India announced a new campaign which could deliver solutions to address the climate crisis – Lifestyles for Environment, or LIFE for short. As India assumed the G20 Presidency in 2023, LIFE is coming front and centre as a key issue – putting lifestyles and demand-side changes at the top of the agenda for key economic and development ministries. A focus on sustainable lifestyles and education has been key to the work of the 10-Year Framework Programme on Sustainable Consumption and Production (10YFP).<sup>4</sup>

In this thought piece, we explore the potential of “aspirational consumption” to drive the shift and systemwide changes, supporting efforts to decarbonize, detoxify and decouple production on the supply side for countries at different income and development levels. We explore how social practices that influence and are influenced by transitions in infrastructure and production practices can transform the provisioning systems that we use to meet and fulfil human needs and our relationship to the environment.

### Understanding the connections

Lifestyles are inherently connected with patterns of consumption. By exploring these connections, pathways can be identified to build an environmental movement<sup>5</sup> to increase the pace of the system-wide changes required in global and national economic systems to address climate change realities. These changes and transformations are essential not only for environmental sustainability and social equity, but for human well-being and the right of all countries to develop and build capacities.<sup>6</sup>



The importance of responsible and sustainable consumption is no longer in question. Instead, the issue is how and what kinds of pathways exist to steer consumption patterns and behaviours to reshape demand and supply and accelerate the pace of market transformations. A decade of sustainable consumption and production advocacy through the 10YFP has shown that disconnected policy instruments do not create the impact that is required for market transformations. Chater and Loewenstein (2022) argue that policy is more effective if it focuses on value creating system-level change rather than on influencing individual behavioural change.<sup>7</sup> Other

Although market forces are aligned with desired changes, the pace of the transition is still slow. So, what is missing?

3. The globalized world of today is also an increasingly digital world. The consumption question gets more complex in such a world with regard to work and leisure, as argued by Arora in 2012.<sup>30</sup> The main difference, Arora argues, between the industrial and the digital age in its perspective of leisure is that in the former, leisure was seen to supplement labor; while the digital age recognizes that leisure can also be labor (p12) and suggests the need to re-examine the positioning of labor and leisure that currently stubbornly persists at opposing ends of the development spectrum. (p22)
4. The energy sector shows us that given advances in digital technology, the consumer is transforming from a passive to an active agent. With increased decentralization and digitalization of the sector, choices of how to consume and when to consume energy to enable savings is becoming a key aspect not only to save money for the consumer but also to “save the planet.” More needs to be made of this clear example of informed consumers and choice making, extending to other goods and services, particularly with increasing traceability and concerns around provenance.
5. “Aspirational consumption” lends itself to social media, to non-material and non-consumptive goods and services. When social influencers create norms that put a premium on the experiential and quality of life aspects of consumption, this opens doors for wider entry to the aspirational consumer class, to the benefit of all.



### Steering aspirational consumption in G20 countries – towards a global shift to more sustainable consumption

How to re-orient aspirational consumption to be more responsive to environmental and social concerns? How can we catalyse shifts to more sustainable consumption, that have the “potential to transform lives, ensuring better and more permanent access to basic goods and services; a consumption that can generate new opportunities for economic development and well-being, create decent and green jobs, and help mitigate socio-economic risks in emerging economies, serving as a connecting thread between the industrial, agricultural, mining, digital and energy transitions being promoted in G20 emerging economies and yet factor in climate realities?”<sup>31</sup> The short answer: **we create a movement.**

The following are three possible pathways that could enable a collective movement, building on the work of researchers in business, consumption, and public policy. These could also support the G20 efforts under consideration as part of LIFE.

# Publication Design for UNEP





### 简介

科学碳目标倡议 (SBTI) 是一项全球倡议，由世界自然基金会 (WWF) 联合全球环境信息研究中心 (CDP)、世界资源研究所 (WRI) 以及联合国全球契约项目 (UNGC) 于2015年共同发起。倡议提供工具、最佳实践指导和针对不同行业的特定资源，帮助企业自主设定符合联合国政府间气候变化专门委员会第五次评估报告中远低于1.5°C的脱碳水平的、基于科学的减排目标。

随着全球加速转向低碳经济，每个国家的每个行业都将经历低碳转型的过程，而全球绝大多数温室气体排放都直接或间接地受到企业的影响。有远见的企业已经洞察了转型的机遇，同时也意识到了其紧迫性。企业设定科学碳目标不仅仅为将全球平均温升控制在1.5°C以内做出了贡献，同时也将为企业及其价值链带来积极影响。

截至2020年10月，与科学碳目标倡议合作的企业数量已经超过1000家，他们分布在全球60个国家的近50个行业，总市值超过15.4万亿美元（囊括了五分之一的全球财富500强企业）。在已经设定了具有雄心的科学碳目标的企业名单中，活跃着各领域知名品牌和领军企业的身影，他们正在以必要的步伐和规模减少排放量。

项目的技术专家将独立评估并批准企业计划设立的目标，从而增强目标的公信力。项目的宣传团队将确保企业在展示自身具有前瞻性的减排计划和低碳领导力之后，能够获得应有的认可。自2021年起，WWF将联合OPF启动科学碳目标训练营。训练营面向有志于设定科学减排目标或希望了解科学碳目标倡议的企业及其价值链。训练营拟每半年开营一次，每次为期1-2天。介绍包括应对气候变化政策、科学碳目标倡议参与流程及规则、碳目标设定行业指南、科学碳目标设定案例等内容，以帮助了解企业应对气候变化议题并熟悉和掌握目标设定相应工具。



### 设立科学碳目标



详细了解每一步的流程并开始您的科学碳目标设立之旅



### 简介

可再生能源的大规模应用，可以加快实现社会的绿色低碳转型。企业作为电力消耗主体在应用可再生能源具备巨大潜力，但同时也要面临着缺乏政策支持、市场手段等问题。2019年WWF中国基于全球网络的成功经验发起了绿色电力需求行动项目，目标是大幅度提升中国企业投资、采购、应用绿色电力的比例，并通过建立囊括电力需求方、电力供给方、电网等多个利益相关方在内的社群，了解可再生能源应用面临的机遇与挑战，倡导绿色电力更广泛的政策支持及应用。

绿色电力需求行动项目包括：绿色电力需求倡议、绿色电力采购评估工具、绿色电力应用培训课程、绿色电力采购试点项目四个子项目。企业参与绿色电力需求行动需签署绿色电力需求倡议，承诺从需求倡导、政策与市场、技术与项目、交流与合作四个方面提升自身能力，并为绿色电力采购营造良好的社会、政策以及市场环境。

### 绿色电力需求倡议

绿色电力需求倡议是由世界自然基金会与深圳市一个地球基金会发起的，旨在向中国市场的发电企业、电网公司、政府、公众等利益相关方，汇集、传递企业绿色电力需求，并协助企业完成绿色电力应用目标共同倡议。绿色电力需求倡议是绿色电力需求行动的重要组成部分。本倡议签署方承诺从以下几方面开展工作：

- 1. 需求端倡导**
  - 1) 发挥自身作用，推动行业及上下游设立、提升绿色电力使用目标。
  - 2) 加强能源管理，强化与绿色电力使用、应对气候变化相关的信息披露。
  - 3) 通过政策倡导、意识提升等多种方式为绿色电力应用创造良好的社会环境。
- 2. 政策与市场**
  - 1) 了解可再生能源电力交易、可再生能源消纳保障机制以及其他环境权益相关政策。
  - 2) 积极参与绿色电力相关的政策意见征询，鼓励各项政策的落地和协调发展。
- 3. 技术与项目**
  - 1) 了解绿色电力的技术及成本趋势，积极尝试绿色电力在不同场景下的应用。
  - 2) 鼓励与绿色电力相关的金融创新和模式创新，以实现商业与环境双赢可持续发展。
  - 3) 推动绿色电力的新增装机及就近消纳，从而创造更多的环境及社会效益。
- 4. 交流与合作**
  - 1) 与发电企业、政府、电网等相关方紧密合作，开展多方共赢的交流与合作。
  - 2) 秉持开放态度，强化信息共享，持续推进全社会绿色电力应用规模的扩大。

### 采购评估工具

- 1. 企业绿电目标设定

### 应用培训课程

- 1. 中国绿电采购市场环境及政策分析



### CBH助力企业气候行动 为企业的可持续发展保驾护航

世界自然基金会与深圳市一个地球基金会联合发起企业气候行动共同体 (Climate Business Hub, 简称CBH)，CBH将为更多企业提供一站式支持，引导不同行业的企业设立具有雄心的减排目标，探索可再生能源采购及应用的实践、宣传低碳创新技术等，从而更好地引导企业行为，促进减排行动，为企业的可持续发展保驾护航。

CBH包括绿色电力需求行动、科学碳目标项目和气候创行者项目。

- 科学碳目标 Science Based Targets Initiative
- 绿色电力需求行动 China Corporate RE
- 气候创行者 Climate Solver



### 新闻动态

# Website Design for Climate Business Hub of WWF China