FORMAT			
1. Name of resource	**Climate Access/USDN Smart Shift: communicating about sustainable consumption**		
2. Location	https://sustainableconsumption.usdn.org/communications/smart-shift		
3. Alternative location			
4. Author[s]	C. Pike		
5. Publisher/producer/host	Climate Access on behalf of the Urban Sustainability Directors' Network		
6. Year	2019		
7. Suggested citation	Pike, C. (2019). Smart Shift: communicating about sustainable consumption. Climate Access, available at https://sustainableconsumption.usdn.org/communications/smart-shift		
8. Languages in which available	English		
9. Geographic area resource relates to	US with global relevance		
10. Does the resource relate to a specific time frame?			
11. Type	Report		Yes
	Toolkit/Framework/Roadmap		
	Sign-post to other resource (database)		
	Case studies		
	Other		
12. If this is part of an initiative, what is the initiative?	Urban Sustainability Directors Network		
COLLECTIONS AND COLLECTIONS-BASED INSTITUTIONS			
13. Explicit links to collections	Yes		
14. Explicit links to museums/libraries/archives	Yes		
15. Types of institutions the resource covers	**Museums**		X
	Archives		X
	Libraries		X
	Other		X
16. Does the resource relate to specific disciplines?	**Arts, humanities and social sciences: philosophy, psychology, religion, social sciences, law, politics, language, arts and recreation, architecture,**	**X**	

	literature, history, geography and ethnology, anthropology, archaeology	
	Science, natural history, technology, medicine, engineering, manufacturing	X
17. If no explicit links to collections, justification for inclusion	The resource can help collections-based institutions to embed sustainable consumption practices into their internal decisions, and in their educational and awareness-raising programmes and activities.	

HOW IT CONTRIBUTES TO SUSTAINABLE DEVELOPMENT

18. Collections-related activities the resource relates to (mark all that apply)

Develop collections to protect and safeguard wider cultural and natural heritage more effectively, for example by targeting collecting to threatened forms of heritage in strategic ways	X
Use collections to promote learning and educational opportunities that contribute to sustainable development more effectively, for example education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development and/or skills development relating to collections	X
Use collections to promote cultural participation/social inclusion more effectively, for example by reducing barriers to participation, to ensure no-one is 'left behind'	
Use collections to promote sustainable tourism more effectively, for example by developing new products based on local cultural heritage, and/or considering the rights of stakeholder groups in relation to collections	X
Use collections to support research that contributes to sustainable development (including all forms of personal and self-directed research at all levels that make use of stored collections) more effectively, for example by providing effective facilities, collections and information to meet researchers' needs	
Make decisions around collections that contribute to sustainable development more effectively	
i. employment (recruiting, staff training, staff safety)	
ii. energy consumption, greenhouse gas emissions, reduction, monitoring and reporting	X
iii. waste management and reduction of waste	X
iv. transport (forms of transport, energy use)	
v. commercial activities including copyright and IP	X
vi. governance and management	X
vii. security, disaster preparedness and risk reduction	

Direct external leadership, partnerships and collaborations towards sustainable development more effectively, for example by developing impactful partnerships	X
19. Does the resource relate clearly to any international conventions (mark all that apply)?	
Culture conventions:	
1952, 71 Protection of Copyright and Neighbouring Rights	
1954 Protection of Cultural Property in the Event of Armed Conflict	
1970 Fighting Against the Illicit Trafficking of Cultural Property	
1972 Protection of the World Cultural and Natural Heritage	
2001 Protection of the Underwater Cultural Heritage	
2003 Safeguarding of the Intangible Cultural Heritage	
2005 Protection and Promotion of the Diversity of Cultural Expressions	
Rio Conventions:	
Convention on Biological Diversity (CBD), Convention to Combat Desertification (UNCCD), Framework Convention on Climate Change (UNFCCC)	X

AIMS AND CONTENT	
20. What issues does the resource aim to address?	**"Cities committed to sustainability and acting on climate change are finding it increasingly important to turn their attention to the issue of consumption and the impact the products that city residents buy have on a range of indicators, including resource and energy use, carbon emissions, and the creation of waste. Given the pervasiveness of consumption in the culture and economy, gaining support within municipal governments to initiate programs can be a challenge as well as with the public. Through the Urban Sustainability Directors Network (USDN), cities have come together to foster innovation in sustainable consumption and from that, the Sustainable Consumption Toolkit has been created and is being used to advance programs in dozens of communities.** **USDN commissioned Climate Access to expand on the strategic communication guidance available in the toolkit by developing framing and engagement approaches that can help generate buy-in and advance programs to shift consumption patterns." (p.2)**
21. Intended audience of resource	[Cities, businesses, organisations and local government interested in sustainable consumption]
22. Process of development	"Climate Access worked in partnership with Babe O'Sullivan, Lead Consultant on Sustainable Consumption in Cities for USDN, to develop a working group of USDN member cities to help shape and provide input on the project… Climate Access reviewed website and communication materials on sustainable consumption

	from participating cities and with help from the working group, interviewed staff representing a range of city departments and programs (climate, public works, waste management, public health, energy, city management, finance) as well as elected officials." (p.2)	
23. Organisation/structure /contents	Project background Research findings Literature review Engagement recommendations Framing recommendations	
FRAMEWORKS		
24. Framework structure	The Engagement recommendations and Framing recommendations consist of sets of recommendations for communicating on sustainable consumption to different audiences and stakeholders, to encourage uptake of sustainable consumption practices.	
25. Relevant policy considerations	Yes	
26. Resources for implementation identified	Yes	
27. Specific assessment points/indicators/miles tones/action plan for monitoring	Yes	
28. ASPECTS OF SUSTAINABILITY COVERED BY RESOURCE (mark all that apply)		
People (social sustainability)	X	
Planet (environmental sustainability)	X	
Prosperity (economic sustainability)	X	
Peace	X	
Partnerships	X	
29. CROSS-CUTTING CONSIDERATIONS COVERED BY RESOURCE (mark all that apply)		
Gender perspectives		
North and South perspectives		
HOW THE RESOURCE CONTRIBUTES TO AGENDA 2030 AND THE SDGs		
HOW AGENDA 2030 AND THE SDGs FEATURE IN THE RESOURCE		
30. SDGs and Agenda 2030 specifically mentioned?	No	
31. SDGs specifically mentioned?	No	
32. SDG targets specifically mentioned?	No	
33. SDG indicators specifically mentioned?	No	

SDGs AND SDG TARGETS AND LINKAGES	
34. Comments on SDG linkages	The resource helps support a number of SDG targets related to sustainable consumption and production. These include 12.6 (adopt sustainable business practices), 12.7 (green procurement), 13.3 (climate action), 11.B (integrated policies in town and cities, including for resource use) and 16.B (adopt policies for sustainable development). Ensuring collections-based organisations are an infrastructure for sustainable development and wellbeing supports SDG 9.1 (develop new infrastructure), and retrofitting organisations to be more efficient supports SDG 9.4 (retrofit existing infrastructure). The resource supports SDG targets related to education and training for sustainable development, including 4.7 (Education for Sustainable Development), 12.8 (information for lifestyles in harmony with nature) and 13.3. Topics discussed relate to SDGs 12.3 (reduce food waste) and 12.5 (reduce waste). The resource can help reduce the negative impact of high-consumption tourism (8.9 and 12.B) More broadly, the concept of sustainable consumption is the subject of 8.4 (decouple economic growth from environmental degradation) and 12.2 (use natural resources sustainably). The concept of tool libraries can contribute to SDG 11.4 as well as 9.1 (protecting and safeguarding cultural and natural heritage, and providing it to people to support their lives and wellbeing). The recommendations for communicating sustainable consumption may help organisations to communicate 'beyond GDP' measures value contributes to SDG 17.19 (develop measures for sustainable development). The focus on engaging constructively with stakeholders can support SDG 17.17 (cross-sector partnerships and collaborations for sustainable development).
35. SDGs and SDG targets the resource helps advance	
SDG 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	Numbers of people in each type of programme drawing on collections from different demographic groups.

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development	Increases in numbers of people in each type of programme from different demographic groups. Proportion of people involved in such programmes in relation to overall audience size. Evidence that learners have acquired knowledge and skills to promote sustainable development.
SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all 8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead	Plans in place to increase resource efficiency, reduce consumption, and to decouple economic growth from environmental degradation.
SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	Numbers of jobs created or supported that relate to sustainable tourism drawing on local products (e.g. craft producers). Develop and implement plans to reduce and remove negative impacts of tourism. Numbers of activities and/or products drawing on local culture. Value to artisans and source communities of activities and products drawing on local culture.

SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation 9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	Development of research-useful collections to support reliable, sustainable and resilient use by researchers and others. Number and proportion of collections facilities and stores that support economic development and human well-being. Number and proportion of collections facilities and stores that provide affordable and equitable access for all. Investment in collections facilities. Inclusion of collections information in regional and transborder initiatives, notably via digital access for discoverability.
SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities	Number and proportion of collections facilities that make efficient use of resources, with an ongoing drive for efficiencies and reductions in energy use and waste of all forms. Number and proportion of collections facilities that use clean and environmentally sound technologies, including climate-friendly energy sources and materials, with an ongoing commitment to reduce greenhouse gas emissions and waste of all forms. Number and proportion of collections facilities that adopt and/or prioritise collections-related processes and practices to reduce greenhouse gas emissions and waste of all forms.
SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage	*11.4.1 Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage* Plans, policies and procedures in place for the safe use of collections for a variety of purposes, protecting and safeguarding both collections and those who use them. Plans, policies and procedures in place for the identification, safeguarding and protection of cultural and natural heritage at risk.

	Collecting programmes in place to protect, safeguard and make use of cultural and natural heritage, addressing the needs of communities and stakeholders, and ensuring that collections can be an effective resource for sustainable development. Number and diversity of educational, awareness-raising, research programmes, and partnerships that aim to strengthen protection of cultural and natural heritage.
SDG 11. Make cities and human settlements inclusive, safe, resilient and sustainable 11.B By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels	***11.B.1 Proportion of local governments that adopt and implement local disaster risk reduction strategies in line with the Sendai Framework for Disaster Risk Reduction 2015-2030a*** Disaster Risk Reduction strategies and plans in place, in line with the Sendai Framework for Disaster Risk Reduction, to ensure collecting institutions and collections are factored into planning, and contribute effectively to Disaster Risk Reduction. Collections-based institutions included in local plans for social inclusion, resource use, and Disaster Risk Reduction.
SDG 12 Ensure sustainable consumption and production patterns 12.2 By 2030, achieve the sustainable management and efficient use of natural resources	Reduction of material footprint in terms of reductions in consumption of biomass, fossil fuels, metal ores and non-metal ores.
SDG 12 Ensure sustainable consumption and production patterns 12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses	Quantities, and reduction in quantities, of food waste, both in terms of waste going for treatment, and waste going to landfill or being otherwise discarded into the environment. Policies and plans in place to reduce and eliminate food waste as soon as possible.
SDG 12 Ensure sustainable consumption and production patterns 12.5 By 2030, substantially reduce waste generation	Quantity and reductions in quantity of waste of all kinds, including avoidance/prevention of waste production, reuse, and recycling. Quantity of material recycled in comparison

through prevention, reduction, recycling and reuse	with quantity sent to landfill. Increases in recycling rate in comparison with landfill.
SDG 12 Ensure sustainable consumption and production patterns 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	Clear visions, strategies and plans in place for all aspects of sustainability – environmental, social and economic (people, planet, prosperity)- across all areas of activity. Visions, strategies and plans relating to sustainability to be publicly available and incorporated into planning documents. Commitments to be in line with local, regional, national and/or international targets and ambitions. Incorporation of sustainability into reporting for funders and other stakeholders, including the public. Reporting to include commitments and progress towards targets.
SDG 12 Ensure sustainable consumption and production patterns 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities	Incorporation of sustainability considerations into procurement, in terms of advertisement and invitation to tender, contracts, and selection criteria for suppliers.
SDG 12 Ensure sustainable consumption and production patterns 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature	*12.8.1 Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment* Extent to which global citizenship education and education for sustainable development (including climate change education) are mainstreamed in formal, informal and non-formal education programmes and activities drawing on and related to collections.
SDG 12 Ensure sustainable consumption and production patterns 12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that	Quantitative and qualitative metrics identified, collected and reported for evaluating performance of tourism in terms of social, environmental and economic benefits and impacts for: -jobs -promotion of local culture -local and related products -positive social and environmental benefits

creates jobs and promotes local culture and products	-reduction of negative impacts of tourism, e.g. climate impacts, negative social and environmental impacts.
SDG 13. Take urgent action to combat climate change and its impacts 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning	Plans in place to enhance positive contributions to addressing climate change through use of collections. Plans in place to ensure collections, collections institutions and broader society can adapt effectively to climate change. Plans in place for effective education and awareness raising on climate change mitigation, adaptation, impact reduction and early warning. Plans in place to reduce negative contributions of collections-related functions, e.g. measuring greenhouse emissions with plans and targets in place to reduce them.
SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. 16.B Promote and enforce non-discriminatory laws and policies for sustainable development	*16.B.1 Proportion of population [audience/users/non-users] reporting having personally felt discriminated against or harassed in the previous 12 months on the basis of a ground of discrimination prohibited under international human rights law* Number and proportion of policies that incorporate sustainable development considerations, in the full sense of recognizing all three of social, economic and environmental considerations.
SDG 17. Partnerships for the goals 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	*17.17.1 Amount of United States dollars committed to public-private and civil society partnerships* Number and/or increase in number, and diversity of local, national and regional multi-stakeholder (public, public-private and civil society) partnerships that address the SDGs drawing on collections, or that otherwise involve collections-based organisations and institutions.
SDG 17. Partnerships for the goals 17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support	Identification and implementation of measures for sustainable development incorporating social and environmental considerations. Identification and implementation of both quantitative and qualitative measures of sustainable development.

statistical capacity-building in developing countries					
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	