Transforming Consumption: Integrating SDG 12 into the Marrakech Partnership for Climate Action - Youth Leadership in Sustainable Consumption and Production for Climate Solutions

Prepared for :

The UN Climate Change High-Level Champions and Marrakech Partnership Secretariat

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EXECUTIVE SUMMARY

To: The UN Climate Change High-Level Champions

The SCP Youth Constituency presents a transformative framework for integrating Sustainable Development Goal 12 (Responsible Consumption and Production) into the Global Climate Action Agenda (GCAA) through the Marrakech Partnership. As youth representing 1.8 billion people globally—75% of the workforce by 2025—we demand recognition that sustainable consumption and production is not optional but essential for achieving 1.5°C climate targets and systemic transformation.

FOUR GAME-CHANGING INTERVENTIONS FOR SCP-CLIMATE INTEGRATION

1. EMBED CIRCULAR ECONOMY METRICS IN GCAA SUCCESS INDICATORS

- Establish "consumption footprint reduction" as core climate success metric alongside emissions
- Target 50% reduction in global material footprint per capita by 2030 through NPS circular initiatives
- Track transition of 1,000 cities and 10,000 companies to circular economy models by 2030

2. CREATE SCP-FOCUSED PARTY-NPS PARTNERSHIPS

- Mandate sustainable procurement policies in all NDC implementation strategies
- Connect youth-led circular economy initiatives with national climate planning processes
- Establish technology transfer protocols for circular economy innovations to developing countries

3. ENSURE YOUTH LEADERSHIP IN SCP-CLIMATE DECISION-MAKING

- Guarantee 30% youth representation in all Marrakech Partnership governance related to consumption patterns
- Create direct funding access for youth-led circular economy and sustainable lifestyle initiatives
- Establish Youth SCP Innovation Challenges with $500 million global prize fund

4. IMPLEMENT REAL-TIME SCP IMPACT MONITORING

- Deploy blockchain tracking for circular economy commitments registered through GCAA
- Create public platform showing consumption patterns and waste reduction achievements
- Link consumer behavior change campaigns to measurable climate impact outcomes

THE CONSUMPTION CRISIS: WHY SCP IS CLIMATE ACTION

Current consumption patterns drive 70% of global greenhouse gas emissions through production, use, and disposal of goods[1]. High-income countries consume six times more materials and contribute ten times more to climate impacts than low-income countries[2]. Without transforming how we produce and consume, no amount of renewable energy can achieve climate stability. Youth understand this

interconnection—we're building circular businesses, demanding sustainable products, and creating alternative consumption models that decouple wellbeing from material throughput.

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1. REDEFINING CLIMATE SUCCESS THROUGH CONSUMPTION TRANSFORMATION

1.1 Beyond Emissions: Circular Economy as Climate Solution (HIGH PRIORITY)

Comprehensive SCP Climate Metrics

- **Material Footprint Reduction**: Track per capita material consumption decreases in all GCAA participating countries, targeting 3% annual reduction globally
- **Circular Economy Transition**: Monitor percentage of participating businesses and cities implementing circular economy principles, aiming for 30% adoption by 2030
- **Waste-to-Value Creation**: Measure transformation of waste streams into economic value, targeting $1 trillion global circular economy value by 2030[3]
- **Consumer Behavior Shift**: Track adoption of sustainable lifestyles and consumption patterns through digital platforms and surveys

Integration with Existing Climate Frameworks

- Connect circular economy initiatives to Race to Zero sectoral pathways, particularly focusing on fashion, electronics, food systems, and construction
- Embed extended producer responsibility and product lifecycle thinking in all Race to Resilience community resilience planning
- Align 2030 Breakthroughs with circular economy targets: zero waste cities, 100% recyclable products, shared economy platforms
- Link sustainable consumption education to climate empowerment actions under Article 6 of Paris Agreement

1.2 Youth-Led Innovation in SCP Measurement

Technology-Enabled Tracking Systems

- Develop blockchain-based product passports enabling consumers to track environmental impact of purchases and their contribution to climate goals
- Create AI-powered consumption footprint calculators integrated with social media platforms used by youth globally
- Implement crowd-sourced data collection through mobile apps documenting waste reduction and circular economy activities
- Establish digital twin systems modeling circular economy transitions and their climate impact at city and regional levels

Behavioral Change Attribution

- Design methodologies linking individual and community consumption changes to measurable emission reductions
- Create peer-to-peer tracking systems where youth communities monitor and report sustainable lifestyle adoption
- Develop gamification platforms rewarding verified sustainable consumption behaviors with carbon credit generation
- Implement social network analysis tracking how sustainable consumption practices spread through youth communities

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2. SCP-FOCUSED PARTY-NPS PARTNERSHIPS FOR SYSTEMIC CHANGE

2.1 National Policy Integration Requirements (HIGH PRIORITY)

Mandatory SCP Components in Climate Planning

- **NDC Enhancement**: Require all updated NDCs to include specific targets for circular economy transition, sustainable public procurement, and consumer behavior change
- **National Circular Economy Strategies**: Mandate development of national circular economy roadmaps as prerequisite for accessing international climate finance
- **Youth SCP Engagement**: Establish formal youth advisory roles in national sustainable consumption policy development and implementation
- **Extended Producer Responsibility**: Integrate EPR schemes for electronics, textiles, packaging, and automotive sectors into national climate mitigation strategies

Corporate Accountability and Transformation

- **Sustainable Business Models**: Create certification systems for businesses demonstrating genuine circular economy implementation rather than greenwashing
- **Supply Chain Transparency**: Mandate full lifecycle carbon and resource disclosure for all products sold in GCAA participating markets
- **Innovation Partnerships**: Connect multinational corporations with youth-led startups developing circular economy solutions for technology transfer
- **Performance-Based Incentives**: Link corporate climate finance access to verified progress on circular economy and sustainable consumption metrics

2.2 Youth-Led Implementation Mechanisms

Global Youth SCP Network Activation

- **Local Implementation Hubs**: Establish youth-led circular economy centers in 500 cities

globally, providing technology, funding, and mentorship for local initiatives

- **Peer Learning Platforms**: Create exchange programs connecting youth from developed countries with circular economy expertise to those in developing countries
- **Policy Advocacy Training**: Develop capacity building programs enabling youth to effectively advocate for SCP policies in national and local governments
- **Entrepreneurship Incubation**: Support 10,000 youth-led startups developing circular economy solutions with targeted financing and market access

Technology Transfer and Innovation

- **Open Source Circular Technologies**: Create global repository of open-source circular economy technologies developed by youth, freely accessible to developing countries
- **Reverse Innovation Flows**: Facilitate transfer of informal sector recycling and repair innovations from Global South to industrialized countries
- **Digital Platform Cooperation**: Connect youth-led sharing economy platforms globally to achieve economies of scale and knowledge transfer
- **Collaborative Research Networks**: Link youth researchers across universities globally to accelerate circular economy innovation and implementation

2.3 Financial Mechanisms for SCP Transformation

Innovative Finance for Circular Economy

- **Circular Economy Bonds**: Issue green bonds specifically targeting circular economy projects with youth leadership requirements
- **Waste-to-Wealth Funds**: Create investment vehicles capturing value from waste stream transformation and recycling infrastructure
- **Consumer Impact Finance**: Develop mechanisms where sustainable consumption choices by individuals contribute to climate finance for developing countries
- **Youth Circular Economy Fund**: Establish $10 billion fund specifically supporting youth-led circular economy initiatives globally

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3. YOUTH LEADERSHIP AND DECISION-MAKING POWER IN SCP

3.1 Guaranteed Youth Representation and Agency (HIGH PRIORITY)

Structural Governance Changes

- **30% Youth Quota**: Reserve minimum 30% of Marrakech Partnership leadership positions for representatives under 35, reflecting youth demographic impact from consumption decisions
- **Youth Veto Power**: Grant youth collective veto authority over major consumption-related policies that will primarily affect future generations

- **Direct Decision-Making**: Create youth-only councils with binding authority over SCP-related funding allocation and program design
- **Intergenerational Justice**: Establish formal representation for future generations in all consumption and production policy decisions

Capacity Building and Empowerment

- **Global SCP Leadership Academy**: Train 5,000 youth annually in circular economy policy, business development, and systems thinking
- **Youth Climate Diplomacy**: Provide specialized training for youth to participate effectively in international climate and trade negotiations
- **Technical Expertise Development**: Create pathways for youth to develop expertise in lifecycle assessment, circular design, and sustainable business models
- **Digital Leadership**: Leverage youth expertise in digital technologies to drive SCP monitoring, transparency, and behavior change campaigns

3.2 Cultural and Lifestyle Transformation Leadership

Youth as Cultural Change Agents

- **Sustainable Lifestyle Movements**: Support youth-led cultural movements promoting minimalism, sharing economy, repair culture, and conscious consumption
- **Digital Influence**: Harness youth social media influence to normalize sustainable consumption and make unsustainable practices socially unacceptable
- **Alternative Economic Models**: Enable youth experimentation with post-growth economics, time banks, gift economies, and community wealth building
- **Educational Innovation**: Empower youth to redesign educational curricula integrating systems thinking, circular economy, and sustainable consumption

Community-Based Solutions

- **Neighborhood Transformation**: Support youth in implementing circular economy principles at community scale through repair cafes, tool libraries, and sharing networks
- **Cultural Adaptation**: Enable youth to adapt circular economy concepts to local cultural contexts while respecting traditional knowledge and practices
- **Peer Education**: Scale youth-to-youth education on sustainable consumption through schools, universities, and community organizations
- **Democratic Participation**: Strengthen youth participation in local governance to implement SCP policies at municipal and regional levels

3.3 Innovation and Entrepreneurship Acceleration

Youth-Led Business Transformation

- **Circular Startup Ecosystem**: Create comprehensive support systems for youth launching circular economy businesses with streamlined regulation and funding access
- **Corporate Partnership Programs**: Connect youth innovators with established companies seeking circular economy transformation
- **Social Enterprise Development**: Support youth developing hybrid business models addressing both social and environmental challenges
- **Platform Cooperativism**: Enable youth to create worker-owned digital platforms competing with extractive big tech business models

Technology Development and Deployment

- **Open Source Innovation**: Support youth developing open source technologies for circular economy, ensuring global accessibility and collaborative improvement
- **Appropriate Technology**: Enable youth in developing countries to develop locally-appropriate circular economy solutions rather than importing unsuitable technologies
- **Digital Infrastructure**: Provide youth with access to advanced digital tools for designing, testing, and scaling circular economy innovations
- **Research and Development**: Create pathways for youth to pursue advanced research in materials science, industrial ecology, and sustainable design

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4. ENHANCED TRANSPARENCY AND REAL-TIME SCP MONITORING

4.1 Technology-Enabled SCP Tracking Systems (HIGH PRIORITY)

Blockchain-Based Circular Economy Monitoring

- **Product Lifecycle Tracking**: Implement blockchain systems tracking products from design through multiple use cycles to end-of-life, enabling accurate circular economy measurement
- **Waste Stream Mapping**: Create real-time tracking of waste flows and their transformation into new products or energy systems
- **Consumer Behavior Analytics**: Deploy privacy-respecting systems tracking aggregate consumption patterns and their correlation with climate impacts
- **Impact Attribution**: Develop algorithms attributing specific emission reductions and resource savings to circular economy interventions

Public Transparency and Accountability

- **SCP Climate Dashboard**: Create public platform showing real-time consumption patterns, waste generation, and circular economy progress across all GCAA participants
- **Corporate Performance Tracking**: Monitor and publicly report company progress on circular economy commitments with verified impact data
- **Youth Initiative Showcase**: Highlight youth-led SCP innovations and their scaling potential

through interactive global platform

- **Consumer Choice Impact**: Enable consumers to see the climate impact of their purchasing decisions in real-time through QR codes and mobile apps

4.2 Youth-Led Monitoring and Verification

Crowd-Sourced Impact Assessment

- **Community Monitoring Networks**: Train youth to monitor local implementation of SCP policies and circular economy initiatives using standardized protocols
- **Citizen Science Integration**: Engage youth in scientific data collection on waste, consumption patterns, and environmental impacts in their communities
- **Social Media Verification**: Utilize youth social media engagement to verify corporate and government claims about sustainable consumption initiatives
- **Peer Review Systems**: Create systems where youth evaluate and verify each other's SCP projects and impact claims

Democratic Accountability Mechanisms

- **Youth-Led Auditing**: Establish youth audit teams with authority to investigate SCP-related commitments and spending by governments and corporations
- **Policy Impact Assessment**: Train youth to assess whether SCP policies achieve intended outcomes and recommend improvements
- **Budget Tracking**: Enable youth to monitor public spending on circular economy and sustainable consumption initiatives
- **Grievance Mechanisms**: Create accessible systems for youth to report failures in SCP implementation and demand corrective action

4.3 Communication and Behavior Change Campaigns

Digital-Native Communication Strategies

- **Influencer Partnership Networks**: Connect youth climate influencers with SCP initiatives to reach broader audiences with sustainable consumption messages
- **Gamification and Challenges**: Create engaging digital experiences motivating sustainable consumption behaviors with real-time feedback and social recognition
- **Peer-to-Peer Learning**: Facilitate youth sharing successful SCP practices through video tutorials, podcasts, and interactive workshops
- **Cultural Translation**: Enable youth to adapt SCP messaging for different cultural contexts, languages, and regional priorities

Behavioral Change Measurement

- **Lifestyle Transition Tracking**: Monitor adoption of sustainable lifestyles through surveys, app

usage data, and purchasing pattern analysis

- **Social Network Effects**: Study how sustainable consumption behaviors spread through youth networks and identify key influence pathways
- **Motivation and Barrier Analysis**: Research what motivates youth to adopt sustainable consumption and what barriers prevent adoption
- **Long-term Impact Studies**: Track how youth consumption behavior changes impact their lifetime climate footprint and economic outcomes

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5. IMPLEMENTATION ROADMAP AND RESOURCE MOBILIZATION

5.1 Immediate Action Plan (August 2025 - COP30)

Foundational Steps (Next 120 Days)

- High-Level Champions formally recognize SCP as essential climate action pillar requiring youth leadership
- Launch global consultation with youth SCP practitioners to refine integration framework
- Establish Youth SCP Advisory Council with formal authority over relevant GCAA programming
- Begin pilot blockchain tracking systems for circular economy commitments in 10 willing countries

COP30 Deliverables (November 2025)

- **SCP-Climate Integration Declaration**: Binding commitment from major emitters to integrate circular economy in all climate policies
- **Youth SCP Action Plan**: Comprehensive strategy for youth-led sustainable consumption transformation
- **Circular Economy Finance Facility**: Launch $10 billion fund supporting circular economy transition globally
- **Technology Transfer Agreement**: Commitment to free transfer of circular economy innovations to developing countries

5.2 Financial Framework: $25 Billion Annual SCP Investment

Resource Allocation for Maximum Impact

- **Youth Entrepreneurship** (40% - $10B): Direct funding for youth-led circular economy businesses and social enterprises
- **Infrastructure Transformation** (30% - $7.5B): Waste management, repair infrastructure, sharing economy platforms
- **Education and Behavior Change** (20% - $5B): Sustainable consumption education, digital literacy, cultural change campaigns

- **Innovation and Technology** (10% - $2.5B): R&D for circular economy technologies, open source innovation platforms

Funding Sources Based on Producer Responsibility

- **Extended Producer Responsibility Levies** (40% - $10B): Fees on companies producing non-circular products funding circular alternatives
- **Carbon Border Adjustments** (25% - $6.25B): Revenue from carbon border taxes specifically allocated to SCP transformation
- **Digital Services Tax** (20% - $5B): Tax on digital platforms funding youth-led sharing economy and circular platforms
- **Fossil Fuel Subsidy Redirection** (15% - $3.75B): Redirect portion of $732 billion annual fossil fuel subsidies[4] to SCP initiatives

5.3 Scaling and Impact Measurement

Progressive Implementation Targets

- **2026**: 100 million youth engaged in SCP initiatives, 1,000 circular economy projects operational
- **2027**: 50% of major cities implementing circular economy strategies, 500 million people reached by behavior change campaigns
- **2028**: 10,000 youth-led circular businesses operational, 25% reduction in global material footprint initiated
- **2030**: 1 billion youth practicing sustainable consumption, $1 trillion circular economy value achieved, 50% material footprint reduction

Success Indicators and Accountability

- **Quantified Impact Metrics**: Monthly reporting on material footprint reduction, waste diversion, and circular economy value creation
- **Youth Leadership Tracking**: Verification of youth participation in decision-making roles and program implementation
- **Innovation Diffusion**: Monitoring of technology transfer and scaling of successful youth-led SCP innovations
- **Behavioral Change Evidence**: Documentation of sustainable consumption adoption rates and cultural shifts among youth

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CONCLUSION: YOUTH DEMAND CONSUMPTION TRANSFORMATION NOW

The climate crisis is fundamentally a consumption crisis. While the world debates energy transitions, we youth understand that no amount of renewable energy can compensate for an economic system designed around infinite growth on a finite planet. The integration of SDG 12 into the Marrakech Partnership

represents our generation's opportunity to transform the economic foundations driving climate breakdown.

The mathematics are undeniable: if everyone consumed like the average American, we would need 5 planets. If everyone consumed like the average European, we would need 3 planets. The Global North's overconsumption directly causes the Global South's climate vulnerability. This is not an environmental issue—it is a justice issue.

We, the youth, are already building the alternative. From circular economy startups to sharing networks, from repair cafes to zero waste movements, young people are demonstrating that prosperity doesn't require planetary destruction. But we need systemic support, not just individual responsibility.

OUR NON-NEGOTIABLE DEMANDS

For the High-Level Champions:

1. Recognize sustainable consumption and production as essential to climate action, not an optional add-on
2. Guarantee meaningful youth leadership in all SCP-related decision-making within the Marrakech Partnership
3. Establish dedicated funding streams for youth-led circular economy and sustainable consumption initiatives
4. Implement real-time tracking of consumption patterns and circular economy progress with public transparency

For Governments:

1. Integrate circular economy targets and sustainable consumption policies into all NDCs and national climate plans
2. Redirect fossil fuel subsidies to support circular economy transition and youth entrepreneurship
3. Implement extended producer responsibility schemes holding companies accountable for product lifecycles
4. Create youth advisory councils with formal authority over sustainable consumption policy development

For Corporations:

1. Abandon planned obsolescence and design products for durability, repairability, and circularity
2. Provide full transparency on product lifecycles and environmental impacts
3. Partner with youth-led initiatives for technology transfer and circular economy innovation
4. Accept legal responsibility for the entire lifecycle of products you produce and market

For the Global Community:

1. Support youth challenging overconsumption culture and building alternative economic models
2. Recognize that climate action requires consumption justice between Global North and Global South
3. Invest in circular economy education and sustainable lifestyle promotion in all educational systems
4. Amplify youth voices demanding systemic transformation rather than individual responsibility alone

THE TRANSFORMATION WE WILL LEAD

We, the global youth constituency for sustainable consumption and production, commit to leading the transformation our leaders have failed to deliver. We will build circular economies from the ground up. We will create sharing systems that prioritize access over ownership. We will design regenerative business models that enhance rather than degrade ecosystems.

We will not inherit a broken planet and a broken economy. *We will transform both.*

The Marrakech Partnership can either partner with us in this transformation or be made irrelevant by it. The choice is yours. The power is ours.

The future is circular. The future is sustainable. The future is ours to build.

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