Scenario Design Approach to Envisioning Sustainable Consumption and Production in Asian Context

Yusuke KISHITA[1], Sota ONOZUKA[1], Mitsutaka MATSUMOTO[2], Michikazu KOJIMA[1,3], Yasushi UMEDA[1]

[1] The University of Tokyo, Tokyo, Japan
[2] National Institute of Advanced Industrial Science and Technology, Ibaraki, Japan
[3] Institute of Developing Economies Japan External Trade Organization, Chiba, Japan
kishita@pe.t.u-tokyo.ac.jp; onozuka@susdesign.t.u-tokyo.ac.jp; matsumoto-mi@aist.go.jp; michikazu.kojima@eria.org; umeda@race.t.u-tokyo.ac.jp

Abstract – The concept of sustainable consumption and production (SCP) is becoming more important in response to the rapid economic growth in Southeast Asia. The challenge is to minimize resource and energy consumptions while achieving a better quality of life. For this purpose, digital technology is one of key enablers to transform the conventional linkage between consumers and producers, such as promoting sharing services using mobile apps. However, it is still unclear how SCP is translated in a local context by taking into account the diversity of Southeast Asian countries. To answer this question, combining *scenario design* and *backcasting* is a promising approach to clarifying SCP visions in a region. In this presentation, we propose a method for designing backcasting scenarios using expert workshops, through which gaining a better understanding of goals to be achieved, possible measures to be taken, and *localities* or regional characteristics. The method consists of several steps, such as problem settings, developing a business-as-usual (BaU) scenario, vision creation, describing scenario storylines, and quantification. In the process of vision creation, we use logic trees to facilitate backcasting-based idea generation in workshops where generated ideas are visualized in the form of the cause-effect chain between goals, measures, and localities. By drawing on several expert workshops, a case study of Vietnam is presented to demonstrate the proposed method, discussing the advantages and limitations of a scenario design approach in the field of SCP research.

Keywords: Sustainable consumption and production, scenario design, backcasting, participatory approach, workshop, sharing, Southeast Asia