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**Partnerships: environmental finance and partnerships to support the implementation of environmental policies and programmes**

Distinguished Chairperson, Ladies and Gentlemen!

As it is stated in the conference background paper, promoting sustainable patterns of consumption and production is one of the major ways to address not only environmental, but even social problems of contemporary society. There were several key needs for achieving the sustainable patterns identified within the Marrakech process – *inter alia* promotion of the partnership including government, international organizations, development agencies, industry and civil society and also information dissemination and effective practical tools, particularly awareness raising, education, training, media and advertising.

Therefore, the Czech Republic tries hard to do as much as possible in the area of consumption and production. As one of the first states in Europe, the Czech Republic adopted its Framework on Sustainable Consumption and Production (in June 2005) and it is now preparing action plans for defined priority areas.

In this context, I would like to focus on our activities in the area of public awareness raising regarding sustainable consumption and production and impacts of everyone's behavior in my presentation. We find education, public awareness raising and culture crucial for achieving sustainable patterns of consumption and production.

The Czech Republic, as many other countries, faces the problem of increasing air pollution especially by emissions of PM<sub>10</sub> and PM<sub>2.5</sub>. In the year 2006 62 % of the population of the Czech Republic was exposed to excessive levels of air pollution by PM<sub>10</sub> and annual emission limit was exceeded on 2.3 % of the area of the Czech Republic. Emissions of PM<sub>2.5</sub> are nowadays measured on 25 locations and from the results it can be seen that the Czech Republic will have significant problems with fulfilling the limit value for PM<sub>2.5</sub> (25 µg/m<sup>3</sup>), which is proposed to be obligatory in the EU from 2010 or 2015. Another problem in air pollution are emissions of polycyclic aromatic hydrocarbons. Approximately 69 % of our inhabitants were exposed to excess levels of air pollution by polycyclic aromatic hydrocarbons. For that reason, the Ministry of the Environment has prepared a proposal for information campaign on health impacts of heating. The main target group is households with individual heating system, alternate target groups consist of representatives of municipalities, journalists and media and also producers of small heating systems for households and counseling organizations. The campaign is planned for the period commencing in the middle of October and ending by the end of March (depending on the heating season).

For increasing awareness of our young generation, we have created an interactive educational kit on sustainable consumption and production. The children and youth can go through playing games, filling tests, counting their ecological footprint and getting information on existing possible consumer choices with lower impact, especially in the field of environment and health. This project has been realized in cooperation with partners like UNEP DTIE, Veolia Water, Czech Environmental Information Agency and collaborating people from scientific organizations. The kit should be released in the first half of the year 2008.

In this connection, the Czech Ministry of the Environment appreciates and supports the efforts of some of the hypermarkets like e.g. hypermarket Baumax which developed a project on energy saving. Baumax focuses within its company policy on reducing the energy consumption and informing consumers about possibilities of energy savings, including specific measures and products through media, i.e. TV, radio, newspapers and also through their own leaflets and brochures.

Another good example is provided by the activities of Česká spořitelna (Czech Savings Bank), one of the biggest companies operating within the Czech market with savings of almost 5.5 million clients. The Bank begins to make its services (loans, credits, mortgage loans) more advantageous for green investments. ČEZ, the largest electricity producer in the Czech Republic, cooperates on the above mentioned project. In its declaration, ČEZ also commits itself to reinvest the profit from gas emissions allowance trading into measures leading to reducing the production of greenhouse emissions.

Ladies and gentlemen, in fine I would like to invite you to adopt more ambitious objectives to move from creating strategies to acting. I wish you the best in your efforts in achieving sustainable consumption and production and thank you for your attention.