

JEAN MONNET MODULE

101085102-EU-TRADE-ERASMUS-JMO-2022-HEI-TCH-RSCH

GREEN DEAL, SUSTAINABLE TRADE AND TURKIYE'S INTEGRATION

VOLUME 12 | APRIL 2024



PROSUMER ECONOMY, GREEN DEAL AND SUSTAINABILITY

Prof. Dr. Rana ATABAY KUŞÇU

The prosumer economy, where individuals engage in both production and consumption, offers innovative pathways to support the green transition, contribute to the European Green Deal's objectives, and advance the United Nations' Sustainable Development Goals (SDGs). This model emphasizes the decentralization of energy production, advocating for renewable energy generation at the community and individual levels. Such practices align with the European Green Deal's ambition to achieve a climate-neutral Europe by 2050, particularly through the reduction of greenhouse gas emissions and the promotion of energy efficiency.

From a scientific standpoint, the prosumer approach to producing and consuming goods is a valuable tool in achieving several Sustainable Development Goals. These goals include SDG 7 (Affordable and Clean Energy), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action). By promoting sustainable practices in production and consumption, the prosumer economy can drastically reduce waste and enhance the responsible management of natural resources.

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As a result, circular economy principles critical for environmental sustainability can be realized. Incorporating the prosumer economy into broader environmental and sustainability frameworks requires addressing a range of challenges. These challenges encompass ensuring adherence to environmental and sustainability standards in prosumer activities, safeguarding privacy, and data in digital prosumer platforms, and managing market saturation to prevent negative environmental consequences. It is crucial to tackle these issues to fully realize the potential of the prosumer economy in facilitating the transition to a greener future.

The prosumer economy is a key player in the shift towards sustainable economic systems. Its alignment with the goals of the European Green Deal, SDGs, and the green transition highlights its potential as a catalyst for sustainable development. Nevertheless, to fully harness this potential, it is vital to establish appropriate regulations and policies that address potential risks and guarantee that prosumer practices make a meaningful contribution to environmental sustainability and socio-economic resilience.





The Future Economy is Either Just or Bust

Dr. Uygur ÖZESMİ

Board Chair, Prosumer Economy Society

Founder and Instigator, Good4Trust.org



According to an article in Science in September 2023 by Richardson et al., six out of nine planetary boundaries have already been transgressed, meaning that if we don't take action, there won't be a future for us on this planet. We act like a colonizing alien race on this planet, only we are both the colonizer and the colonized. So it's about time to change our economy, which is the culprit of all that violence and injustice to nature and us.

Because the economic system we have created has been focusing on profit maximization and growth, every day we are producing more and more. Now we are paying for our exploitation of nature by worrying about the future and spending more money to fix what we had destroyed with the dreams of progress. What if there was only an economic ecosystem that prioritizes social and ecological justice?

Then, meet the Prosumer Economy. In the simplest terms, the prosumer economy is a macroscale circular economy with minimum negative or positive ecological and social impact. It is a regenerative ecosystem of producers and prosumers who have synergistic and circular relationships with deepened circular supply chains/networks, where leakage of wealth out of the system is minimized. If we elaborate on the prosumer economy, the prosumer economy isn't an exclusive system, it can be implemented everywhere. There are only four rules for an ecosystem to be considered a prosumer economy:

First, the economic system, ecosystem, and community should be established upon ethical principles rooted in the golden rule, "Do unto others as you would have them do unto you," which encompasses all organisms and planetary life support systems.



REVIEWS Cont.

Second, all community members should work collectively towards solidarity, collaboration, cooperation, and ecological and social justice.

Third, the system must enhance and fortify sustainable supply chains within the ecosystem through support systems integrated into the prosumer economy ecosystem.

Last, there should be a democratic local governance.

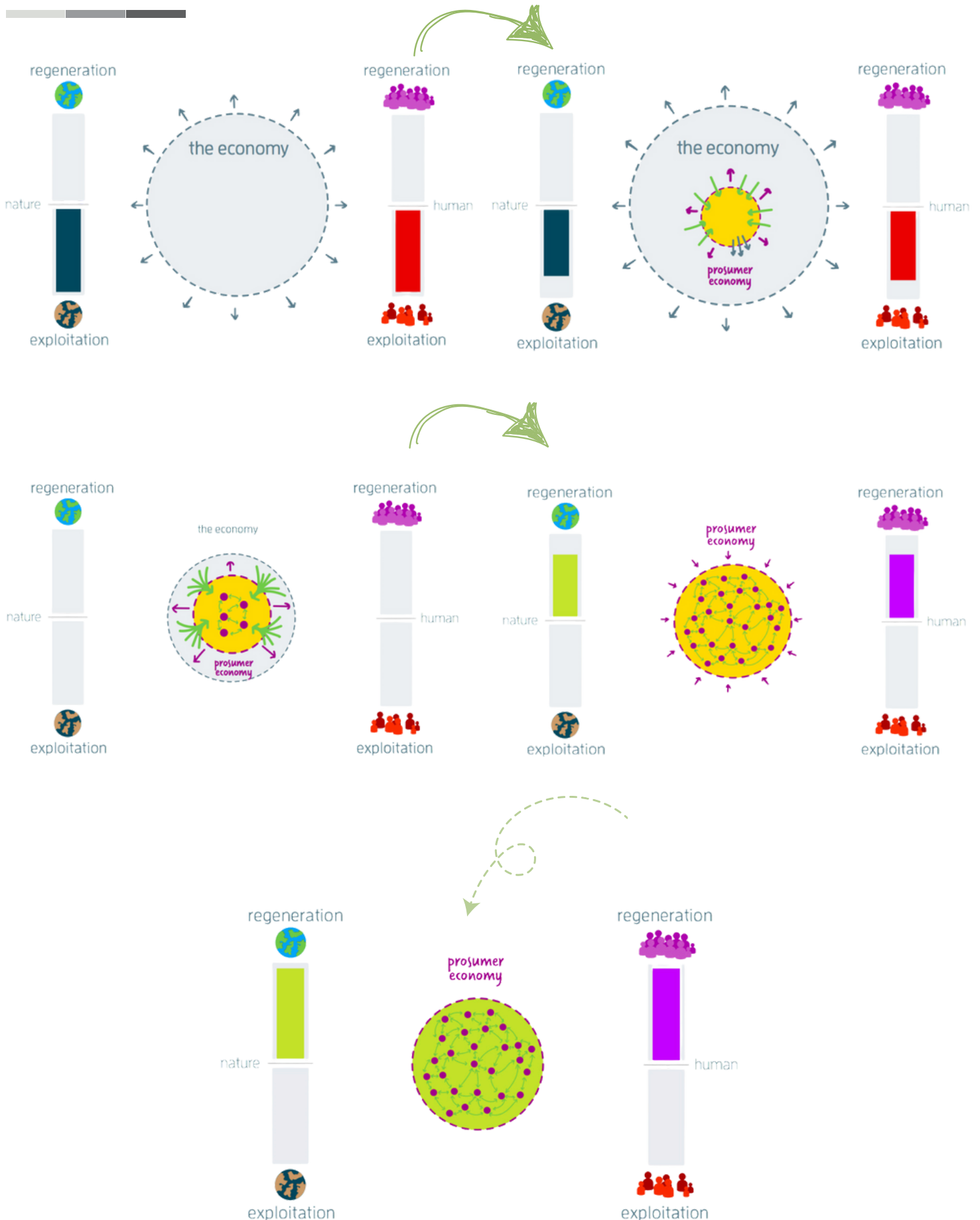
As economies and ecosystems around the world become more and more like prosumer economies, more prosumer economies may be generated around the world. We hope that the dominant paradigm will be the prosumer economies of the future that are both socially and ecologically just. We believe the current dominant economies will through time become the minority and eventually disappear. If they don't, civilization or even humanity may be at risk with the deepening biodiversity and climate crises whose culprit is our profit-maximizing and growth-focused economy.

In order to create a replicable example and a laboratory of a prosumer economy we created Good4Trust.org which is currently operational and has more than 25.000 prosumers and more than 780 producers. This shows that not only is a prosumer economy possible, it can also be built and replicated. If you want to join this ecosystem, apply as a prosumer or producer at Good4Trust.org or if you want to create a prosumer economy, mail us at basvuru@turetimekonomisi.org. We can make the economy ecologically and socially just and not go bust if we join hands and act together.



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The Transition to Prosumer Economy



Source: Dr. Uygur Özesmi, *The Prosumer Economy*, 2019



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ZERO WASTE IN TURKIYE

A Livable World



185 buildings switched to zero waste management system

THE RECOVERY RATE INCREASED FROM 13% IN 2017 TO 34.92% IN 2023

21 MILLION PEOPLE TRAINED

THE TARGET IS TO INCREASE TO 60% BY 2035



29.3 MILLION TONNES PAPER-CARDBOARD



498 MILLION tree was saved from being cut down.



7.8 MILLION TONS PLASTIC



819 MILLION M³ water saved



2.5 MILLION TONS GLASS



127 MILLION barrels of oil saved



3.7 MILLION TONS METAL



5.9 MILLION TONS greenhouse gas emissions prevented



16.2 MILLION TONNES ORGANIC AND RECYCLABLE WASTE

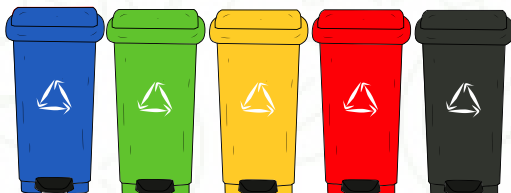


2.6 BILLION KWH energy savings achieved



104 MILLION M³ storage space saved

59.9 MILLION TONNES OF RECYCLABLE WASTE WAS RECYCLED INTO THE ECONOMY



185 BILLION TURKISH LIRA WAS RECOVERED FROM WASTE THROUGH RECYCLING



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Quoted and translated from





Ban on single-use plastic bags comes into force in Dubai

The gradual prohibition on single-use items is intended to stimulate the business sector to promote the use of recycled materials. On December 31, 2023, the Crown Prince of Dubai announced an Executive Council Resolution that puts a progressive prohibition on the import and trade of single-use items. The resolution applies equally to both single-use virgin and recycled items, regardless of material composition.

The ban, which went into force from Jan. 1, 2024, will initially affect single-use plastic bags. Non-plastic single-use items, such as single-use bags, will be outlawed from June 1, 2024. The prohibition will apply to single-use plastic products such as stirrers, table coverings, cups, styrofoam food containers, plastic straws, and plastic cotton swabs beginning January 1, 2025.

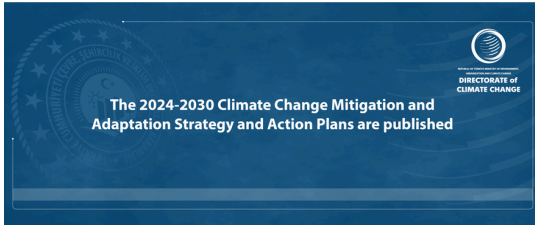
Beginning January 1, 2026, the ban will include other single-use plastic goods such as plastic plates, plastic food containers, plastic tableware, and drinking cups with plastic lids. The restriction does not apply to single-use thin films used for packaging meat, fish, vegetables, fruits, cereals, or bread. Exemptions also apply to waste bags and items destined for export or re-export outside the UAE. The resolution restricts the trade of certain items in local marketplaces and requires a clear declaration of their intended export or re-export outside the nation. The restriction was initially declared in advance of COP28, which the UAE will host from November 30 to December 13, 2023.



[For more detail](#)



The 2024-2030 Climate Change Mitigation and Adaptation Strategy and Action Plans are published



Since the implementation period of the 2011 - 2023 Climate Change Strategy and Action Plan prepared by the Ministry of Environment, Urbanization and Climate Change has come to an end, it has become necessary to prepare a new strategy and action plan taking into account the 2053 Net Zero Emission Target, 12th Development Plan, Medium Term Program, NDC and Climate Council Decisions.

Based on this need, two separate strategy and action plans, which set out Turkey's road maps for climate change mitigation and adaptation, were prepared and finalized under the coordination of the Climate Change Directorate to cover the implementation period of 2024-2030 in order to achieve the announced NDC targets. These documents aim to unite around a common vision in the fight against climate change and to build a sustainable future together.

[For more detail](#)



Zero Waste Circular has been published

New steps have been taken on zero waste with the Presidential Circular (2024/4). The circular on "Zero Waste" includes provisions regarding the transition to a zero waste management system in buildings, campuses and local administrations within the scope of combating climate change and the adoption of March 30 as International Zero Waste Day.

Administrative sanctions will be imposed on those who fail to fulfill their obligations.

The Zero Waste Project promotes resource and waste management based on a circular economy and supports waste prevention and waste reuse. On March 30, International Zero Waste Day, the Ministry of Environment, Urbanization and Climate Change will organize events.



[For more detail](#)



The Prosumer Revolution: Redefining Traditional Economic Roles



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The world of economics is undergoing a profound transformation as traditional understandings of economics are being redefined. A new concept known as the prosumer economy is coming to the fore and reshaping the way businesses and consumers interact.

For centuries, the economy has been divided into two distinct roles: producers and consumers. Producers create goods and services, while consumers buy and use them. The modern global economy operates on the basis of mass production, competitive markets, the need for relentless expansion, consumption and profit maximization. This system has contributed significantly to widespread economic inequality, climate crisis, biodiversity loss and severe environmental degradation worldwide. The current emphasis on human superiority over nature needs to be re-evaluated. The current economic system puts people at the center of the system. On the other hand, the prosumer economy challenges this notion.

The term "prosumer" is a combination of the words "producer" and "consumer." The production economy is an economic system that is an alternative to the traditional consumption model. In this new system, producers come to the fore instead of consumers. Producers produce their products in an environmentally and socially just way and increase the value they create by creating a supply network among themselves. In this way, consumers not only buy but also support producers, contributing to the growth of the economy. The emerging production economy begins to transform the existing system and people no longer work just to make a profit, but to live a dignified life. In the process, they prioritize acting without harming the environment and people.

Prosumer economics proposes a transition from a profit-oriented consumption culture to a culture based on ecological and social equality. In the prosumer economy, circularity is understood in its ecological context, distinguishing it from the efficiency-focused "circular economy." The consumer economy is part of grassroots movements such as degrowth, P2P, transition network and solidarity economy, which share a common goal: to end human exploitation and environmental degradation.

Prosumer Pathways: Navigating the New Norms of Consumption and Production

In an era of fast technology progress and interconnection, the traditional distinctions between consumers and producers are dissolving. This transition gave rise to the notion of prosumers, or those who both consume and generate products and services. Prosumerism represents a paradigm shift in our approach to consumption and production, consistent with the ideas of Sustainable Development Goal 12: Responsible Consumption and Production.

One approach to responsible consumption and production is to enable individuals to become prosumers. Prosumers help to make the economy more sustainable by participating in activities like collaborative consumption, peer-to-peer sharing, and small-scale manufacturing. Prosumers actively contribute to waste reduction, resource conservation, and local economic development through platforms such as sharing economy applications, community-supported agriculture, and maker spaces. Furthermore, prosumerism encourages the transition to circular economy models, in which materials are reused, recycled, or repurposed to reduce waste and environmental effect. Prosumers play an important part in this transformation by adopting techniques like upcycling, repair culture, and product life extension. Prosumers assist to reduce the burden on natural resources and the negative impacts of overconsumption by prolonging the lifespan of commodities and lowering demand for new products.



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In addition, prosumerism promotes openness and responsibility in supply networks. As people get increasingly involved in the manufacturing process, they want ethical sourcing, fair labor methods, and environmentally sustainable manufacturing. By supporting firms that prioritize sustainability and social responsibility, consumers help to promote positive change across the value chain, encouraging a culture of conscientious consumption and production. Education and awareness are critical in guiding prosumer behavior toward ethical consumption and production. By providing individuals with the knowledge and skills they need to make informed decisions, we empower them to become change agents in their communities. Educational efforts focusing on sustainable living, eco-design, and resource management enable prosumers to adopt habits that are consistent with SDG 12 goals, building a culture of sustainability and resilience.

Finally, prosumer routes represent a potential solution to negotiating the new norms of consumption and production in accordance with SDG 12: Responsible Consumption and Production. Individuals who embrace prosumerism may actively contribute to the creation of a more sustainable and equitable future in which responsible consumption and production are not just ideas, but everyday activities ingrained in our lives and economy.





WHAT WE HAVE DONE SO FAR?



Selçuk University Silifke Taşucu Vocational School organized a seminar on "Export Marketing Strategies" on 19 March 2024. In the seminar, the definition, benefits and risks of exports were discussed together with the current situation and effects of global trade. The stages of the export process were explained in detail and important tips on how to determine marketing strategies were shared with the students.

The seminar focused on the SWOT analysis method used in the development of marketing strategies in exports. In addition, the effects of the European Green Deal on exports and the strategies to be followed in this context were also examined in detail. Participants' opinions and suggestions were also collected, thus creating an interactive learning environment.

This important seminar offered students the opportunity to understand the complexity of international trade and identify the strategic steps necessary to compete in global markets. In addition to acquiring the necessary knowledge and skills to achieve success in the business world, participants had the opportunity to closely follow current developments in the global economy. This seminar not only aimed to help students step into the business world in a better equipped way, but also set an important example of university-industry cooperation.



The Importance of the Green Deal for the EU: Multidimensional Analysis", held on 28 March at Istanbul Medipol University, provided an important framework focusing on the sustainability and environmental policies of the European Union. Led by Prof. Dr. Pinar Gedikkaya (Bal), the seminar provided a multidimensional perspective on the implications of the European Green Deal for the future of the EU.

The seminar addressed the development of Europe's environmental policies and the EU's sustainability goals. Comprehensive analyses on the impact of the Green Deal on the economic, social and environmental dimensions of the EU provided students with a deep understanding of the EU's leadership and global impact in this field.

The event emphasized the role of the Green Deal in shaping Europe's future policy actions, focusing on key issues such as sustainability and climate change. Students had the opportunity to better understand the importance of the EU's goals for a sustainable future and the strategies it is pursuing to achieve these goals. Students had the chance to analyze and discuss in more depth the EU's leading role in the field of sustainability.



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