



# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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GOAL





In order to achieve economic growth and sustainable development, the ecological footprint must be urgently reduced through a change in production methods and the consumption of goods and resources. In this sense, industries and consumers must be encouraged to recycle and reduce waste.

Food waste per capital must be reduced worldwide by half, on a retail and consumer level, to create more efficient production and supply chains. This can contribute to improving food safety and lead us towards an economy that uses resources more efficiently.

In order to achieve this target, it is essential to support developing countries in strengthening their scientific and technology skills, in order to advance towards more sustainable models of production and consumption.

#### **Responsibility to be sustainable**

According to figures from the United Nations, around a third of the food produced ends up rotting. In addition, over a billion people live without access to fresh water. These are some of the figures that have led the organisation to declare that some of the main reasons why the global environment continues to worsen are unsustainable forms of consumption



and production, especially in industrialised countries. We must change our habits, as regards both consumption and production. In production, investment aimed at improving energy in production processes will help. In consumption, we must assume more generous and responsible values in respect of the environment we live in. At

Auren, we check the Corporate Social Responsibility policies of companies and corporations, ensuring that the good practices required by law are implemented in their production processes. We focus on making people aware that responsible is not just necessary: it is essential.



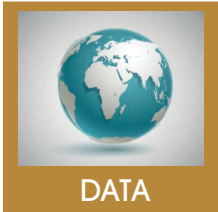
The targets by the United Nations from here to 2030 are as follows:

- Halve per capita global food waste at the retail and consumer level, and reduce food losses along production and supply chains including post-harvest losses.
- Achieve sustainable management and efficient use of natural resources.
- Substantially reduce waste generation through prevention, reduction, recycling, and reuse.
- Encourage companies, especially large and trans-national companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.
- Rationalize inefficient fossil fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with

national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of

developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.





- Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.
- Less than 3 per cent of the world's water is fresh (drinkable), of which 2.5 per cent is frozen in the Antarctica, Arctic and glaciers. Humanity must therefore rely on 0.5 per cent for all of man's ecosystem's and freshwater needs.
- Each year, an estimated one third of all food produced – equivalent to 1.3 billion tons' worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices.





Of the many recommendations found for implementing a more responsible consumption, the following ideas stand out:

- Make a list of what you need before going shopping, and don't change it.
- Read the energy label that is on many products and choose those that are most efficient. As regards lightbulbs, the answer is always LED; if you are the company, promote energy efficiency at all points of consumption and production!
- Your purchase is a vote in favour of a company: give it to those that respect the environment and human rights; if you are the company, work to ensure they vote for you!
- Buy seasonally and locally: cherries at Christmas are exotic, but their economic footprint is unacceptable.
- Find out about sustainable product through seals, such as MSC labelling for fish or FSC certificates for forest products.
- Reuse and recycle; if you are the company, think of the circular economy!
- Packaging: avoid purchasing products with packaging, but if it is essential, think of that which is easiest to recycle, such as glass; don't even think about plastic bags! If you are the company, help your consumer following this golden rule.
- Whether you are the company or the final consumer, your objective must be renewable energy: avoid using fossil fuels.
- Regulates the heating and air conditioning temperature appropriately. You will save energy if the temperature of your house is 21°C in winter and 26°C in summer. If there are also spaces that are not usually used, it is more sustainable to isolate them from the usual heating system and just heat them occasionally when necessary.
- Water is the gold of the future, and we must waste it as little as possible: reduce shower times after having soaped and rinsed, never mind baths, which should only be used on professional advice (for example, in the case of stomach cramps); use sprinklers sparingly; the washing machine and

dishwasher should always be used full, never half full. If you are the company, analyse all your production processes that require water and invest in reducing its consumption.

We're sure you will have more ideas...





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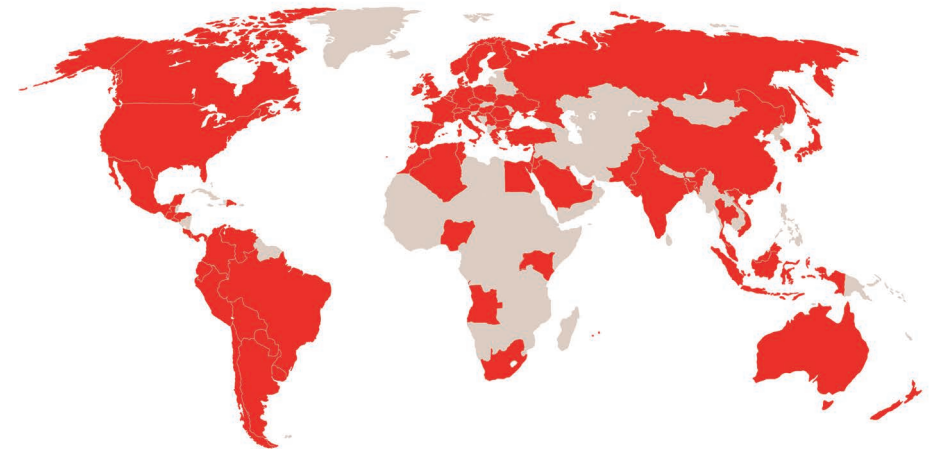
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