



## TRAINING FICHE

### 03. CONSUMPTION OF RESOURCES AND THE CITIZENS, THE SOCIETY AND THE CULTURE

*(Sections in italic only for internal use, not to be published)*

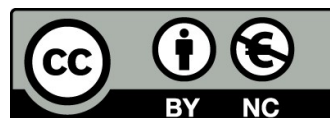
<b>Area</b>	<i>Use of Resources</i>
<b>Level</b>	<i>ADVANCED</i>
<b>Topic</b>	
<b>Module</b>	
<b>Keywords</b>	Social and cultural concerns; citizens' attitudes; culture of consumption; consumer behaviour; globalisation dangers; labour regulations; human rights; equality ; fair consumer
<b>Introduction</b> (500-1000 characters including spaces)	Responsible consumption of resources (RC) is not only related to becoming aware of its environmental impacts, such as the depletion of resources or the generation of waste. RC can be defined as the awareness of individual consumers about their rights and responsibilities in the market, and this awareness must include concern for people, communities, and countries.

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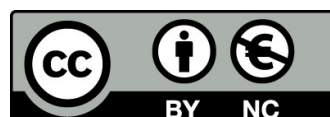
	<p>A socially responsible consumer acquires and uses products with a new perspective, which takes into account the relationship between sustainability and consumerism, but also the political, cultural, social and economic implications related to the way in which the goods have been produced. This new fair consumer is concerned with how the resources to manufacture the goods they buy are obtained, processed and produced, worrying about the people and the conditions of the places where they come from.</p> <p>The responsible consumer is also concerned about the effects of globalisation, and is aware of the exploitation, the poverty, the unbalanced relations between rich and poor countries, the lack of respect for human and labour rights in many countries, the standardisation and cultural imposition that dilutes traditions and ancestral knowledge, etc.</p>
<b>Impacts/Benefits</b> <b>(1000-1500 characters including spaces)</b>	<p>Therefore, it is time to consume responsibly, considering the consequences that consumption can have on people, society, countries, and the planet. A socially conscious consumer takes into account engagement with social change through their purchasing power, assuming responsibility as a solution to social problems through his/her purchasing behaviour.</p> <p>There are signs of changes in consumption patterns and lifestyles. People are more responsible in their consumption in all areas, and, in fact, social and cultural awareness has been changing over time, from the seminal alert of the 1972 Club of Rome Report to the World Summit on Sustainable Development, first held in Johannesburg in 2002 to the current one in 2023 in Delhi, India.</p> <p>Responsible consumption focuses on social and ethical values, taking into account the effects of globalisation and issues such as gender equality, respect for human rights, child protection, working conditions in third countries, legal and labour regulations, the effects on communities of</p>

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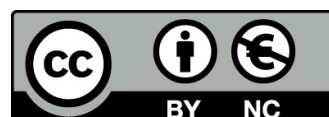
	<p>exploitation, relocation and subcontracting, consequences such as migration and depopulation, etc.</p> <p>Responsible consumption can mainly act on the following areas:</p> <p><b>SOCIAL:</b> RC is a conscious and premeditated act, which fights against the pressure of advertising and imposed fashions, displaying its power for social change and transforming a simple everyday gesture into a true act of citizenship, which contributes to changing the rules and patterns of production and consumption.</p> <p>RC contributes to social equality, favouring local business, close trade and protecting the most vulnerable companies.</p> <p><b>CULTURAL:</b> RC means a change in lifestyle, which restores well-being and health to people. The empowerment of consumers reinforces their role and ability to influence and transform the world, to defend cultures and diversity, to protect multiculturalism.</p> <p><b>LAWS, LABOR RIGHTS AND HUMAN RIGHTS:</b> RC promotes socially responsible companies by helping to develop measures, programs, policies, practices and actions in defence of human rights, fair working conditions and legality throughout the world, in line with the SDGs.</p>
<p><b>Good practices</b> (1000 -1500 characters including spaces)</p>	<p>Good CR practices are mainly linked to supporting socially responsible companies (SRC) through consumption. There are some signs that can help consumers to identify SRC:</p> <p>SA 8000 is the most globally accepted independent standard that encourages organisations to develop, maintain and apply socially acceptable practices in the workplace. SA 8000 certification addresses issues including forced and child labour, occupational health and safety, freedom of association and collective bargaining, discrimination, disciplinary practices, working hours, compensation, and management systems.</p>

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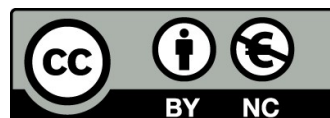
	<p><b>IKEA IWAY STANDARD:</b> The IKEA vision is to create a better everyday life for the many people. All the companies operating under the IKEA brand and all their suppliers are subject to the IWAY standard, which aims to take care of people, the planet and animals. ‘When people, the planet and animals are treated with respect, workers are more productive, resources are utilised more efficiently, and business thrives. Our customers benefit too –knowing that all goods IKEA sells are produced, transported, delivered and assembled responsibly and that suppliers of our stores, customer touchpoints and production sites maintain good social, environmental and animal welfare conditions, at all stages of the IKEA value chain’.</p> <p><b>RE-SHOPS FROM CARITAS:</b> Caritas Internationalis is a confederation of 162 Catholic relief, and social organizations whose mission is to work especially for the poor and oppressed. In Spain, Caritas has developed a chain of second-hand stores for collecting, re-sell and recycle textiles, with the purposes of promoting access to the labour market for people at risk of exclusion; managing and dignifying social delivery to families with limited resources; and giving the collected clothing the best treatment, respecting the waste hierarchy.</p> <p><b>Awareness programs 5Rs for kids and adults:</b> an example of company focused on the design and development of actions to move the awareness about sustainability is Ecoideas Consultoria that carries out education programmes for schools, institutes and citizens that beyond learning what and how implement 5Rs, “do it” with participants in short sessions in practice.</p>
<p><b>Current and future challenges (1000 -1500 characters including spaces)</b></p>	<p>The main challenge to develop a more responsible consumption is to increase the social awareness of people in their consumption behaviour, that is, the ability to have perspective and empathise with others, including people from other origins and cultures. In short, it is essential to enhance the ability</p>

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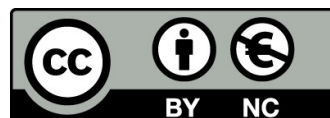
	<p>to understand the social and ethical norms of behaviour and recognize how we affect the resources of the world, society and the community. It is basic to make future generations see how important it is to be aware of their purchasing impacts and reorient them towards responsibility. Education and culture become key points to support economic, environmental and social sustainability. More scientific research is required on the keys of consumer behaviour, for a better understanding of his/her attitudes and motivations that support effective educational and sensitising programs. Progress must also be made in providing technical training to consumers about the standards and certifications that guarantee responsible production, so that they know how to understand and interpret product labelling and thus be able to make more sensible and well-founded decisions. Social and cultural awareness should face a main challenge: a collective and contagious movement that transforms the way to consume and produce all over the world. Likewise, these common concerns should motivate a public engagement forum on sustainable living and consumption action plans supported by policymakers, citizens and companies.</p>
<b>Language</b>	<i>English</i>
<b>Partner</b>	<i>UMA – Patricia Iglesias y Ana M. Castillo</i>
<b>Further references</b>	<p>SA 8000 Web site: <a href="https://www.sgs.com/en-gb/services/sa-8000-certification-social-accountability">https://www.sgs.com/en-gb/services/sa-8000-certification-social-accountability</a></p> <p>Consumption and the Consumer Society: <a href="https://www.bu.edu/eci/files/2019/10/Consumption_and_Consumer_Society.pdf">https://www.bu.edu/eci/files/2019/10/Consumption_and_Consumer_Society.pdf</a></p> <p>Consumption as a source of social change: <a href="https://www.jstor.org/stable/43287574">https://www.jstor.org/stable/43287574</a></p> <p>Gordon, J: "Global Capitalism Has Developed A Planetary Consumer Culture Based Upon Exploitation And Exclusion" <a href="https://www.jakeg.co.uk/essays/consumer_exploitation">https://www.jakeg.co.uk/essays/consumer_exploitation</a></p>

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	<p>IISD: Doing More with Less: Ensuring Sustainable Consumption and Production. <a href="https://www.iisd.org/articles/deep-dive/doing-more-less-ensuring-sustainable-consumption-and-production">https://www.iisd.org/articles/deep-dive/doing-more-less-ensuring-sustainable-consumption-and-production</a></p> <p>ILO Decent work and SDGs: <a href="http://ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_436923.pdf">http://ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_436923.pdf</a></p>
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