

RAINING FICHE

01. RESPONSIBLE CONSUMPTION ON USE OF RESOURCES

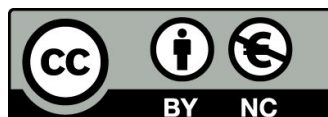
Area	<i>Use of Resources</i>										
Level	<i>BASIC</i>										
Topic	<table border="1"> <tr> <td>x</td> <td><i>1. RC concept applied to Use of Resources</i></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	x	<i>1. RC concept applied to Use of Resources</i>								
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Keywords	Responsible consumption; sustainable economy; natural resources; renewable resources; non-renewable resources; water; air pollution; UN Goal 12; circular economy; waste										
Introduction (500-1000 characters including spaces)	<p>By 2050, the world population is expected to reach 9.6 billion people, and that means that our current lifestyle could not be maintained since it exceeds our availability of natural resources.</p> <p>Natural resources are those elements of nature that human beings use to cover their needs of well-being or development. For example: water, trees, minerals, fish, air, oil, etc.</p>										

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	<p>Responsible consumption (RC) on natural resources aims to integrate social, environmental and ethical aspects into behavioural and purchasing decisions, guided by the following principles:</p> <ul style="list-style-type: none"> - <i>Reduction</i>: limitation of consumption by assessing the need for some purchases. - <i>Energy efficiency</i>: looking for efficient, energy-saving products. - <i>Sustainability</i>: ensuring the products have the minimum negative effect on the environment after the end of their useful life. <p>The objective of responsible consumption is advancing to a more circular economy, that keeps materials, products, and services in circulation for as long as possible, so reducing the use of materials and energy, as well as recapturing 'waste' as an input resource again.</p>
<p>Topic development (2000-2500 characters including spaces)</p>	<p>Sustainable / responsible consumption (SC / RC) of resources is the conscious use of services and products focused on minimising the use of resources and reducing polluting emissions.</p> <p>The SDG 12 "Responsible production and consumption" proposed by the UN indicates that the equivalent of almost three planets could be needed to provide the natural resources necessary to maintain current lifestyles.</p> <p>The natural resources can be categorised into:</p> <ol style="list-style-type: none"> 1) Non-renewable resources (fossil fuels-oil, natural gas, coal and nuclear energy, minerals, etc.) are limited in supply and cannot be used sustainably. 2) Renewable resources. Elements of nature that are regenerated or renewed every certain period of time, such as trees, solar radiation, wind, wild fish, etc., although, care must be taken of them because their excessive use can lead to their extinction. <p>The linear economy of "use and throw away" has environmental consequences, as it favours the</p>

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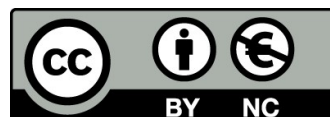
	<p>global warming that leads to climate change and the depletion of resources.</p> <p>The transition from a linear to a circular economy model can mitigate these negative effects of consumption, but, until now, actions to promote it have focused mainly on the role of companies and industries, ignoring the role of the consumer, who is essential in this transition.</p> <p>Sustainable consumption and production are about doing more and better with less. That means decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.</p> <p>RC, also named ecological, ethical, critical or green consumption, is related to being aware regarding the natural resource limitations in supply and it is represented by committed consumers that are informed and conscious of their purchasing decision effects and try to mitigate their negative impacts.</p> <p>Turning consumers into prosumers (proactive, committed and responsible consumers) will be the key for advancing to a circular economy and even to a zero-waste model that aims to eliminate all discharges to land, water and air which threaten planet life.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>Local or zero-kilometre products avoid emissions from refrigeration or transportation and help boost the local economy. The administration can encourage local consumption by issuing discount vouchers to be redeemed at local businesses.</p> <p>Renewable energy. Promoting the use of renewable energy sources contributes to the energy transition and the efficient use of our natural resources. It is also important to use energy responsibly, reducing unnecessary consumption and investing in companies that apply efficiency</p>

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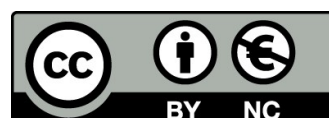
	<p>and sustainability criteria throughout the value chain.</p> <p><i>Wallapop</i> is a second-hand trade app that has launched an ad campaign under the motto "What's done is done, and the best we can do is use it" where a more responsible and sustainable consumption is promoted, in this case through the reuse and recycling of objects. Phrases like "New is doing less new things" and "What's done is done and the best we can do is use it" sum up the campaign's message.</p> <p>Greenwashing, also known as eco-whitening, is a bad practice consisting of orienting the marketing image of an organisation or company towards an ecological positioning while its actions go against the environment.</p>
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>Responsible consumption is an attitude that concerns all the actors involved in production and consumption, such as governments, businesses and society.</p> <p>Consumers challenges:</p> <ul style="list-style-type: none"> - To increase consumers' knowledge on the impacts of their consumption decisions. - To extend environmental education to increase ecological motivation, starting from childhood. - To turn consumers into proactive committed and responsible consumers (prosumers), that is, proactive committed and responsible consumers. <p>Companies challenges:</p> <ul style="list-style-type: none"> - To bet on the production of more durable and repairable products. - To improve manufacturing and logistics systems to be more efficient.

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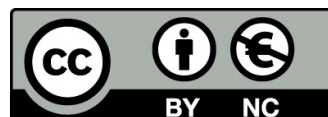
	<ul style="list-style-type: none"> - To develop responsible business models and take advantage of circular economy opportunities. - To discard greenwashing as a bad practice. <p>Government and public sector challenges:</p> <ul style="list-style-type: none"> - To incorporate environmental education and responsible consumption into educational curricula. - To keep alive permanent awareness campaigns and recommendations on RC. - To provide support to companies to move towards the circular economy, as well as to families to adequate their homes and lives for being more efficient. - To discourage the use of non-renewable resources. <p>Other stakeholders challenges:</p> <ul style="list-style-type: none"> - To develop research on consumer behaviour for scientifically supporting the campaigns and measures for RC. - To increase the research and innovation on how to reduce the demand for resources, in all sectors. - To enhance the key role of environmental entities and consumer associations for RC. - To stimulate the participation of citizenship and the sharing of good practices and success stories.
Language	<i>English</i>
Partner	<i>UMA – Carmen Jambrino – Ana M. Castillo</i>
Further references	https://wedocs.unep.org/bitstream/handle/20.500.11822/22747/12_Responsible%20consumption%20and%20production_FINAL.pdf?sequence=1&isAllowed=y https://unstats.un.org/sdgs/report/2022/ https://www.youtube.com/watch?v=oAfZjEFWTTI https://www.ecoschools.global/ https://www.oecd.org/greengrowth/40317373.pdf

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