

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(Sections in italic only for internal use, not to be published)

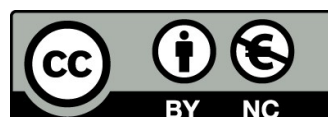
Area	Resources										
Level	BASIC										
Topic	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 30px; height: 20px;"></td><td style="background-color: #76b82a;"></td></tr> <tr><td style="width: 30px; height: 20px;"></td><td style="background-color: #3498db;"></td></tr> <tr><td style="width: 30px; height: 20px;"></td><td style="background-color: #e91e63; color: white;">3. Social and cultural concerns and implications</td></tr> <tr><td style="width: 30px; height: 20px;"></td><td style="background-color: #f1c40f;"></td></tr> <tr><td style="width: 30px; height: 20px;"></td><td style="background-color: #f39c12;"></td></tr> </table>						3. Social and cultural concerns and implications				
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Keywords	Social and cultural concerns; citizens' attitudes; – culture of consumption; consumer behaviour; labour regulations; human rights; equality; fair consumer										
Basic concepts (500-1000 characters including spaces)	<p>The RC of resources is not only related to reducing environmental impacts. It is the awareness of individual consumers about their responsibilities in the market, including concern for people, communities, and countries.</p> <p>Responsible consumption implies stopping before buying compulsively, making an examination of what is necessary. A socially</p>										

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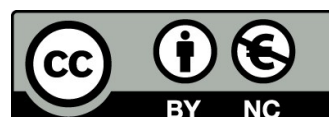
	<p>responsible consumer acquires and uses products with a new perspective, which considers the sustainability, but also the political, cultural, social and economic implications related of the way in which the goods are produced. Responsible consumers care about society and environmental issues to promote a healthy and favourable environment for all, trying to consume what is really needed, lowering impacts for ensuring a better present and future quality of life.</p> <p>These new fair consumers care about how the resources are obtained, worrying about the people and the living and working conditions in the places they come from.</p> <p>Concerns about the worst effects of globalisation, poverty, gender equality, human and labour rights, and respect for cultures and diversity are also present in this new form of consumption.</p> <p>The responsible consumption is a conscious act, that eludes the pressure of advertising and imposed fashions. It is ethical, based on values such as responsibility, austerity, respect for the rights of producers and the environment, under the principles of non-discrimination and non-exploitation.</p>
<p>Impacts and benefits of more RC (1000-1500 characters including spaces)</p>	<p>The impacts of a more responsible consumption can be established in four key areas:</p> <ol style="list-style-type: none"> 1. SOCIAL: The RC implies a form of ethical, and respectful consumption, that can raise awareness towards solidarity with future generations. It is critical since it questions the conditions in which goods are produced, having the power of social transformation. Through daily gestures, RC can contribute to a significant change in the rules and patterns of production and consumption in society. 2. CULTURAL: The culture of consumption has evolved becoming a global fact that has

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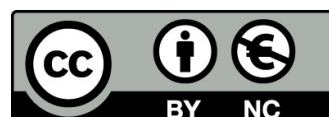
	<p>modified our cultural identity, turning the culture of austerity to the culture of waste. RC inspires people to have healthier habits, to keep in mind the value of traditions, as well as being a powerful source of well-being and happiness to live more in line with strong values, in solidarity with other peoples and future generations.</p> <p>3. LEGAL AND LABOUR: Although the public authorities dictate rules to make the economy sustainable, and respectful of human rights, it is the individual consumer who chooses how to consume. RC considers the working conditions in third countries, respect to the rights of children and women, the value of other cultures, diversity and traditions that maintains the multicultural richness of our world.</p> <p>4. HUMAN RIGHTS: RC considers respect for human rights and living conditions where the resources are obtained. Often, mastering critical resources implies pressure and violence on the communities and even their legitimate exploitation does not always equitably benefit their inhabitants. Therefore, attentive consumption will lead to an improvement in their living and working conditions.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>A good general practice is to use the apps that help responsible consumption, with different objectives such as to educate, to report, to have fun, to locate zero waste establishments, etc.</p> <ul style="list-style-type: none"> ● <i>My little plastic footprint</i>: It is based on answering doubts and also giving advice and recommendations to reduce the consumption of plastic. ● <i>Go Zero Waste</i>: This platform shows the establishments where to buy bulk or zero waste products, through a category search showing their location on the map. ● <i>Sustainable Development Goals</i>: this UN app offers the most up-to-date information on the

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	<p>SDGs for showing how everybody can contribute to their fulfilment and design their own initiatives. It also allows users to receive personalised notifications about the SDG of personal interest.</p> <ul style="list-style-type: none"> ● <i>TAP</i>: find water anywhere. The objective of this app is to change the use of plastic bottles for other types of container that can be reused. The application indicates where the bottle can be refilled and indicates the sources of water on the map. <p>Another good practice is to go to fair trade. Many companies trade through fair trade, since it is a sustainable trade because it reduces unnecessary consumption and helps improve the quality of life on the planet and the environmental balance by generating less waste and ensuring the protection of labour and human rights of producers.</p>
<p>Current and future challenges (1000 -1500 characters including spaces)</p>	<p>Responsible consumption is an attitude, a feeling and a belief held by the individual when reacting to the decision of whether or not to consume a certain product or service. Therefore, responsible consumption is a social and cultural aspect that encourages people to use products made and marketed by socially responsible companies.</p> <p>Social consumption refers to the attitudes of people and organisations based on environmental, social and ethical criteria.</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.</p> <p>It is basic to make future generations see how important it is to be aware of their purchasing impacts and reorient them towards</p>

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	<p>responsibility. Education and culture become key points to support economic, environmental and social sustainability. For supporting effective educational and sensitization programmes it is necessary to develop scientific knowledge on consumer behaviour for being able to modify attitudes and beliefs towards a more responsible consumption.</p> <p>To achieve this ambitious purpose, the collaboration between citizens, companies, and authorities a transcendental pact that could mainstream the RC culture in all fields.</p>
Language	English
Country	Spain
Partner	UMA – Patricia Iglesias, M. Jesús Carrasco y Ana M. Castillo
Further references	<p>SDG app can be downloaded here: https://sdgsinaction.com/</p> <p>Tap – find water anywhere: organisation website https://findtap.com/network</p> <p>Consumption as a source of social change: https://www.jstor.org/stable/43287574</p> <p>ILO Decent work and SDGs: http://ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_436923.pdf</p> <p>IISD: Doing More with Less: Ensuring Sustainable Consumption and Production. https://www.iisd.org/articles/deep-dive/doing-more-less-ensuring-sustainable-consumption-and-production</p>

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