



Module 7

Sustainable Development Goal No 12

Responsible Consumption and Production

Ensure sustainable consumption and production patterns

Agenda

- 1.1 Introduction to the Sustainable Development Goals (SDGs)
 - Defining SDG 12
 - Significance
 - Advantages
 - Interdependencies
 - Challenges
- 1.2 Good practices within SDG 12
- 1.3 Exercises
- 1.4 Supplementary Readings and Quizzes (extra doc)

1.1

 SUSTAINABLE
DEVELOPMENT GOALS

- What are the SDGs?
- What do they want to achieve?



1.1

 SUSTAINABLE
DEVELOPMENT GOALS

- 17 Goals to be reached until 2030 (Agenda 2030)
- Five critical dimensions:
people, prosperity, planet, partnership and peace
- three core elements:
social inclusion, **economic** growth, and
environmental protection
- holistic approach to tackle the challenges

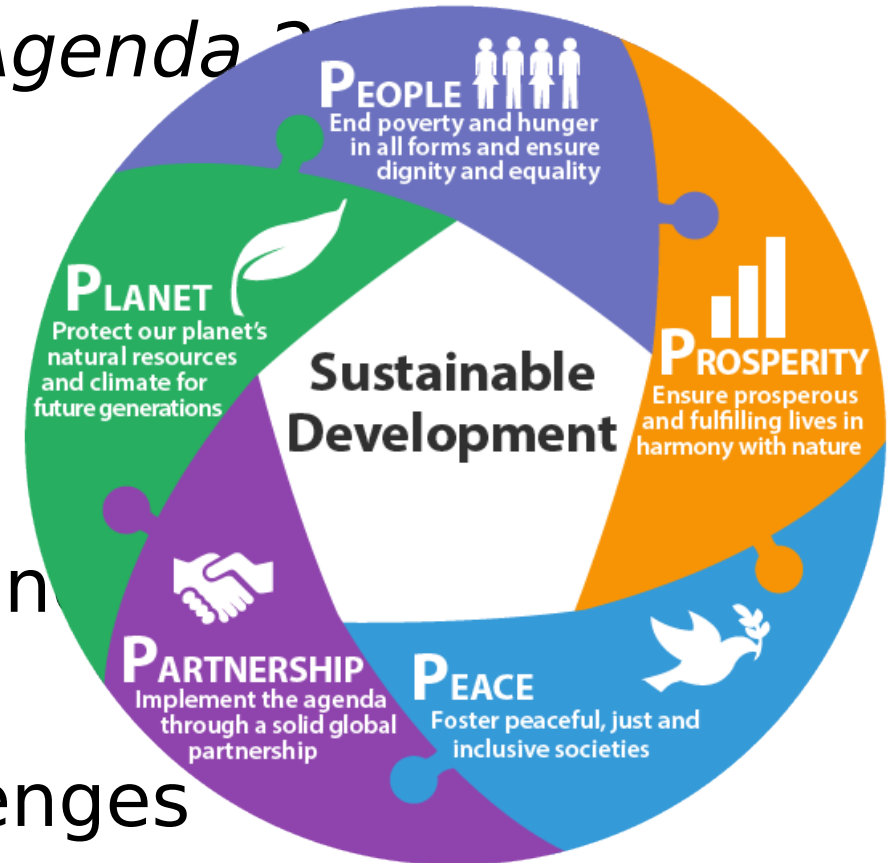


Fig. 1: ©United Nations Department of Public Information (UN DPI)

<https://trello.com/c/jb39QPqs/36-infographic-on-the-five-elements-of-the-sdgs>

1.1 Defining SDG 12

- Significance
- Advantages
- Interdependencies
- Challenges



(Source: © <https://sustainabledevelopment.un.org/sdgs> refers to all SDG icons)

1.1 Defining SDG 12 (1)

Responsible Consumption and Production

Ensure sustainable consumption and production patterns

Intro video:

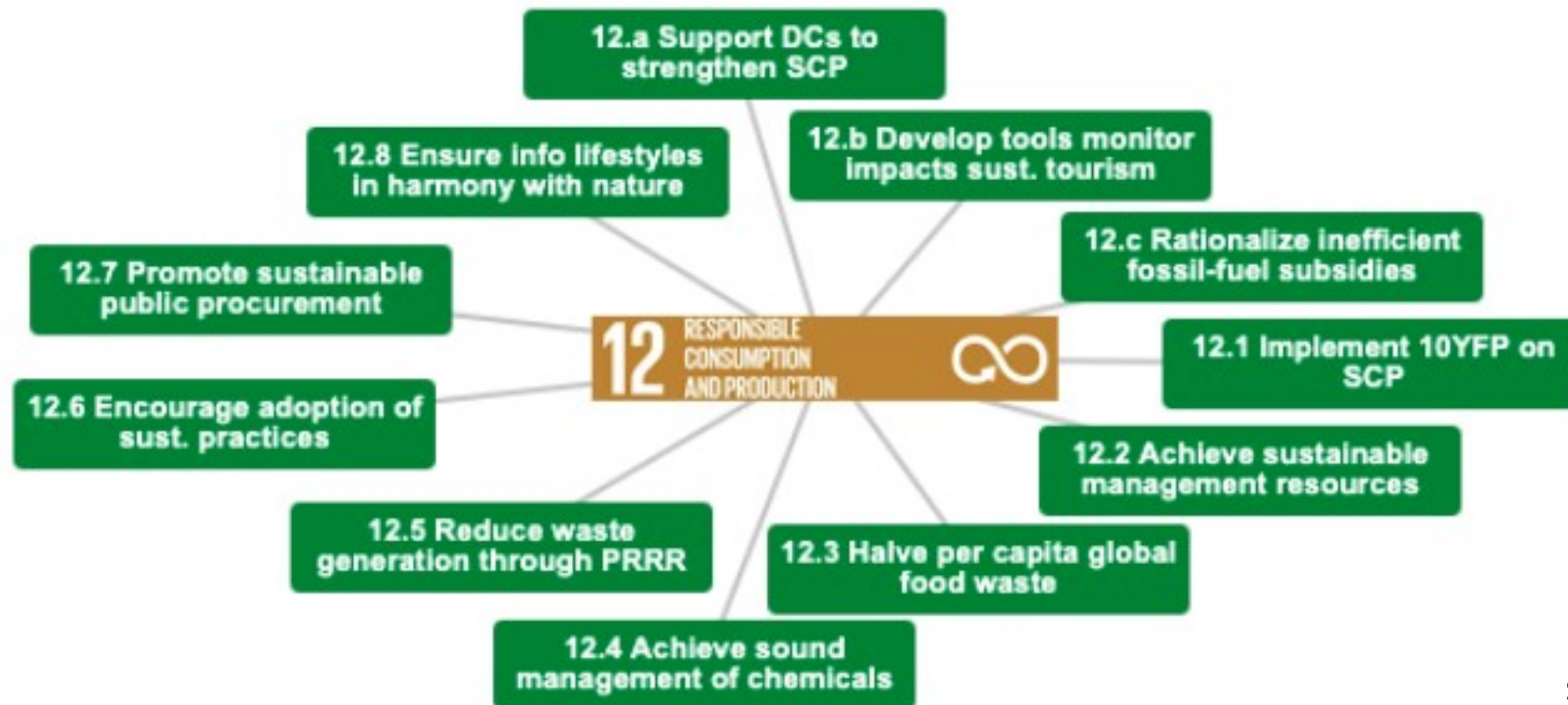
<https://youtu.be/KFkM-s6hBsM>

Additional video:

<https://youtu.be/paZdt73joYI>

1.1 Defining SDG 12 (2)

- Goal number 12 is a measured by 11 targets and 13 indicators



Source:
<https://www.unenvironment.org/explore-topics/sustainable-development-goals/why-do-sustainable-development-goals-matter/goal-12>

Significance of SDG 12

- SDG12 can be organized focusing on:
 - Cross-cutting issues, such as “whole-system perspectives, consumption patterns and consumer behaviour, and how to measure and monitor progress towards sustainable consumption” (Chan et al., 2018, p. 13).
 - Natural resource management and encompasses material use and efficiency, the role of consumption, and policy and practical needs.
 - Food loss, food waste and other issues connected to supply chains

Advantages of SDG 12

Resource
decoupling

Promotion of
behaviour change

Natural resources
preservation

Life quality and
health

Change in
consumption
mindset

Carbon emissions
reduction

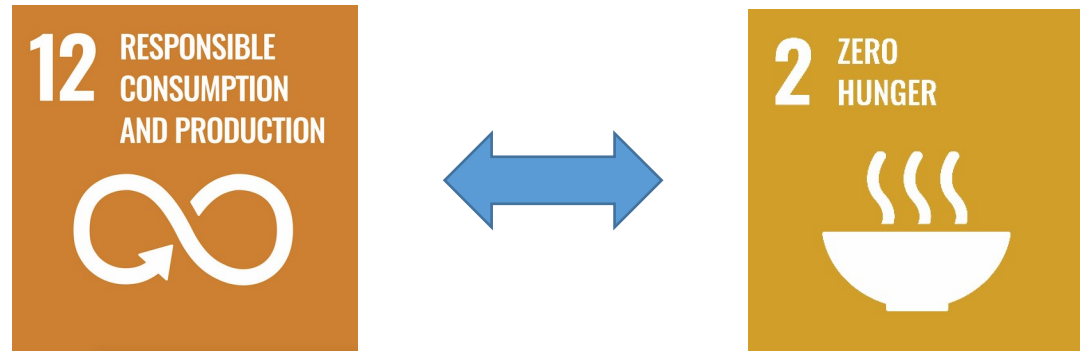
Financial savings

Material footprint
reduction

Environmental
preservation

Interdependencies of SDG 12

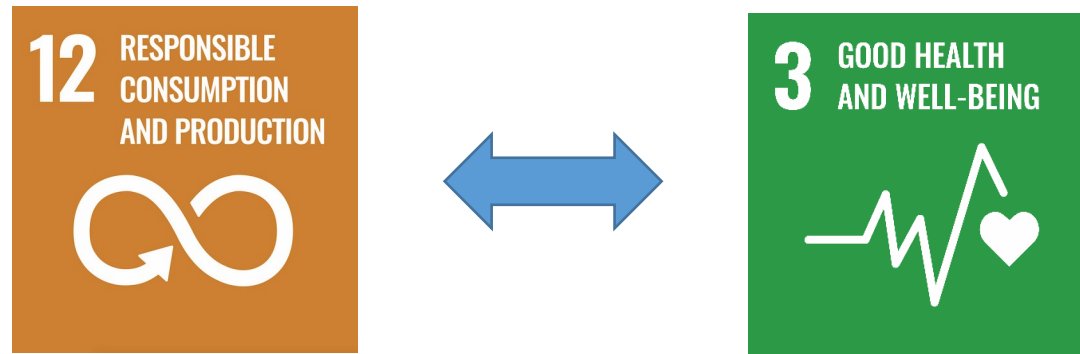
- Example of interlinkages between SDG 12 & SDG 2



E.g. : Agricultural productivity, secure access to land and productive resources, and the implementation of resilient agricultural practices to increase production as important actions to fight hunger worldwide.

Interdependencies of SDG 12

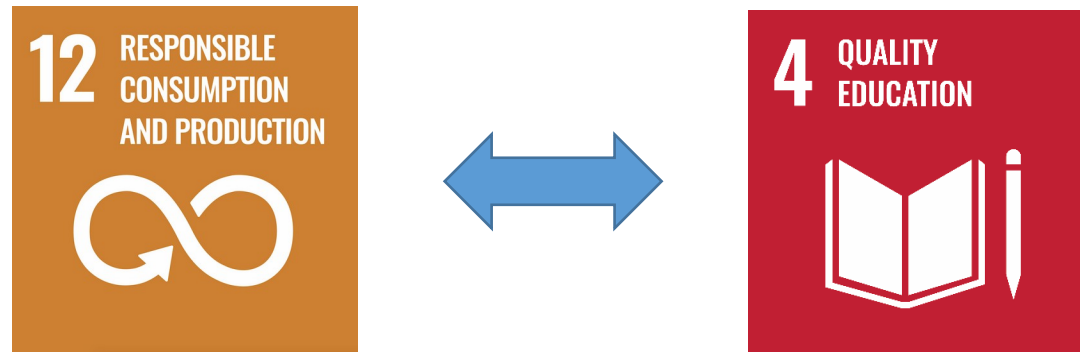
- Example of interlinkages between SDG 12 & SDG 3



E.g.: With a sustainable production, it is possible to reduce chances of diseases due to air, water and soil pollution and contamination.

Interdependencies of SDG 12

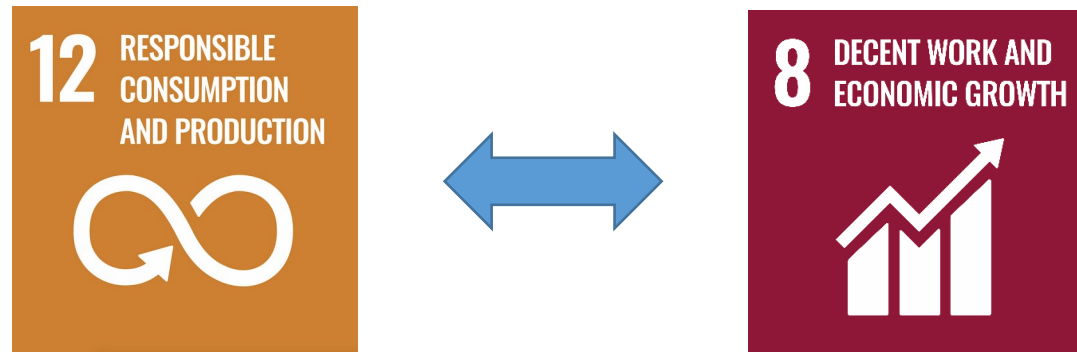
- Example of interlinkages between SDG 12 & SDG 4



E.g.: Target 12.8 of SDG12 aims to ensure that by the year 2030 “people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.” SDG12 therefore acts as a complement to SDG4 in promoting Quality Education and ensuring the acquisition of knowledge and skills needed to promote sustainability

Interdependencies of SDG 12

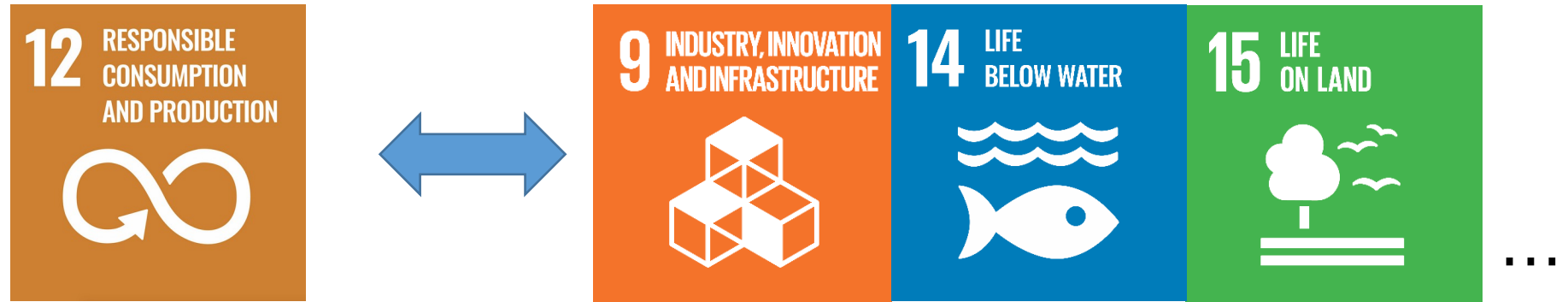
- Example of interlinkages between SDG 12 & SDG 8



- E.g.: Some targets of SDG 8 specifically denote the contribution towards responsible production and consumption: the achievement of higher levels of economic productivity, the promotion of policies to support these productive activities and the improvement of global resource efficiency in consumption and production, while aiming to decouple economic growth from environmental degradation.

Interdependencies of SDG 12

- Which can be more interdependencies of SDG 12?



Challenges of SDG 12

- Increased amounts of natural resources to support economic activity;
- Inefficiency in the use of resources;
- Increased waste generation;
- Behaviour change, including lifestyle and/or organisational plans.

1.2 Good Practices of SDG 12 (1)

- “Earth Mall with Rakuten”
 - With the slogan of “shopping that changes the future”, this online shopping mall from Japan represents an initiative to gather sustainable products (particularly with international certifications) “in one place” and promote SDG12.
- Organic Farming in Ilgin Village
 - This initiative was applied in Turkey from 2015 to 2017 and concerning SDG12, it aimed to increase the production of value-added organic products.

1.2 Good Practices of SDG 12 (2)

- Project CONDUZIR
 - This project was developed in the south of Brazil and aimed to teach local agricultural producers' best practices to ensure responsible production and consumption.
- FairTrade
 - The FairTrade initiative intends to create better working conditions for producers of goods and more transparent systems, since producers of agricultural goods live mostly in countries of the Global South.

1.2 Good Practices of SDG 12 (3)

- Positive initiatives to facilitate actions towards SDG 12:
 - Reporting/monitoring data
 - The One Planet network (One Planet Network) measures and reports progress on SDG12 through a monitoring and evaluation framework developed in 2017
 - Dissemination of good examples
 - The United Nations Department of Economic and Social Affairs (UN DESA) receives descriptions of good practice, success stories and lessons learned by all stakeholders aiming at the success of the 2030 Agenda.
 - Education and Awareness
 - A partnership between the Brazilian government and the United Nations resulted in the preparation of glossaries for each SDG, describing the meaning and definition of important terms and expressions connected to each goal

1.2 Good Practices of SDG 12 (4)



**International Day for the Preservation
of the Ozone Layer, 16 September**

- Include in Calendar the days related to SI



**World Tourism Day
27 September**



**United
Nations**

**World Bicycle Day
3 June**

- Mission 1.5 a game-changer
 - The campaign is based around a mobile game that educates people about climate policy and provides a platform for them to vote on the solutions they want to see happen.



1.2 Good Practices of SDG 12 – Case Studies

Prepare and present examples of project - or country-related good practices on the implementation of SDG 12

1.3 Exercises on SDG 12: Sustainable Consumption and Production Making Sense

- How do you make sense of the SDG 12?
- To what extent is SDG 12 feasible?
- What are the difficulties in implementing sustainable consumption and production in your community?

1.3 Exercises on SDG 12: Describing links with other SDGs

Map SDG 12 in relation to other SDGs.

- How strong is the link between SDG4 and SDG12?
- How can SDG12 on sustainable consumption support the completion of SDG15?
- How does SDG12 foster healthy lives and promote well-being for all at all ages (SDG3)?
- **How can an integrative approach be adopted to tackle SDG12 in tandem with other**

Targets	Key interactions
12.2 □ 15.6	Sustainable management and efficient use of natural resources.
12.3 □ 11.1	Reduce food waste.
12.4 □ 9.2	Life cycle improvement.
12.A □ 4.7	Strengthen their scientific and technological capacity.

1.3 Exercises on SDG 12 – Gather and analyse data on SDG 12

1. Gather and analyse global, regional, national and local data on SDG 12. E.g. from the UN Sustainable Development Knowledge Platform (<https://unstats.un.org/sdgs/indicators/database/> , <https://sdg-tracker.org/sustainable-consumption-production>)
2. Analyse the Data bank from the World Bank by picking some of the targets and present them in a visually appealing way (<http://datatopics.worldbank.org/sdgatlas/SDG-12-responsible-consumption-andproduction.html>)
3. Collect data on sustainable consumption in your community (classroom / university / house) and analyse the trends in both a qualitative and quantitative manner to find out major narratives, frequencies, correlations and causalities. See how well your data is situated in comparison to the local (if available) or national data from the other platforms.

1.3 Exercises on SDG 12 – Localizing4Development

- How can you identify the benefits of SDG 12 at your community (class-room/university/school/neighborhood/house) and at individual level?
 1. Which are the pros and cons of such approach?
 2. Do a comparison with specific countries/states as examples.

1.3 Exercises on SDG 12 – Policy Briefs

- Write policy briefs on any topic pertinent to sustainable consumption as identified by SDG 12.
 - For that, check how international policy briefs are structured.
 - <http://www.fao.org/sustainable-development-goals/goals/goal-12/en/>

1.3 Exercises on SDG 12 – @SustainableConsumption

- First check your social media for campaigns already existing about Sustainable Consumption.
- Discuss about these campaigns: main topics, possible results for the community, etc.

Drive your social media platforms in ways that promote sustainable consumption awareness in your community!



1.3 Exercises on SDG 12 – Sustainable Production and Consumption

- Which stories about entrepreneurship and sustainable consumption do you find? Search for examples in your community.
 - Use vlogs, blogs and journals to promote this exercise on SDG 12

1.3 Exercises on SDG 12 – Breaking Silos


- Target of this exercise is to actively think and write on SDG 12 from the wide variety of sciences and arts
 - philosophical perspective
 - education issues in SDG 12 from a managerial
 - inclusion of SDG 12 in your research field



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