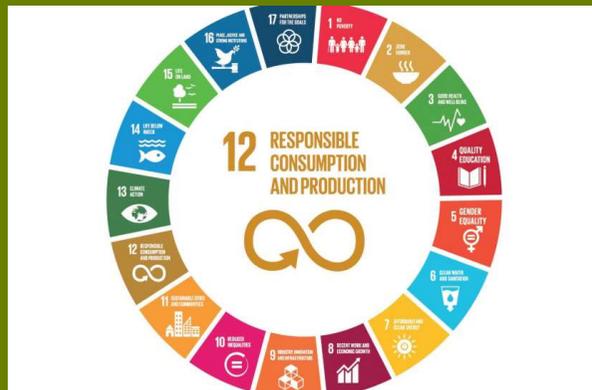
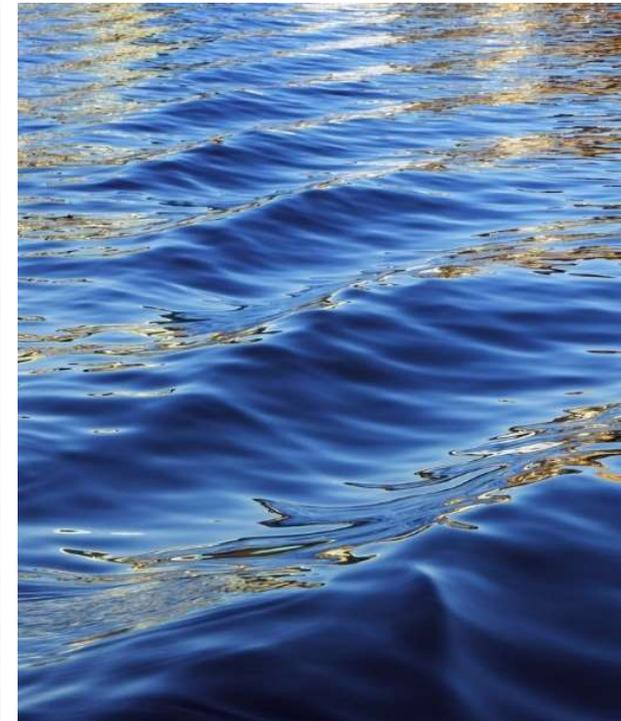


New EU goals and policies for sustainable development – joint perspective of consumers and environmentalists



Alejandro Salcedo Aznal

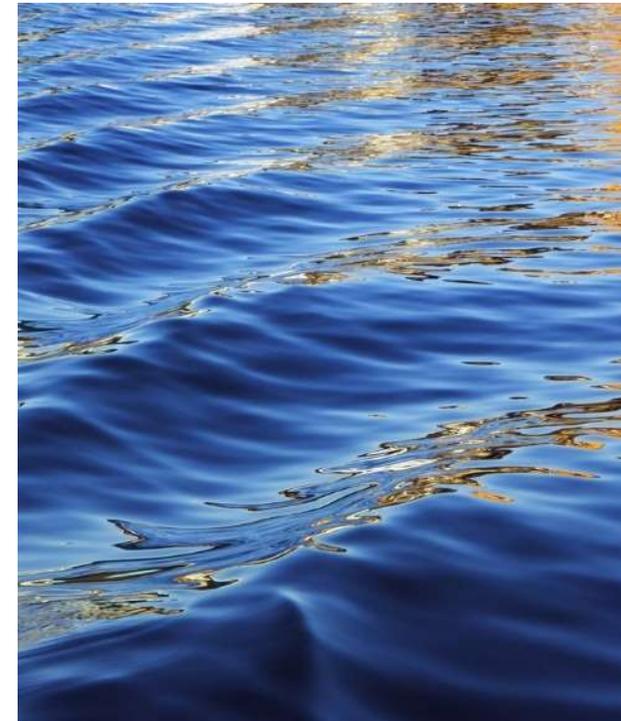
Brussels, 15-10-2019





Some reasons to link the sustainability of the planet to the consumer behavior

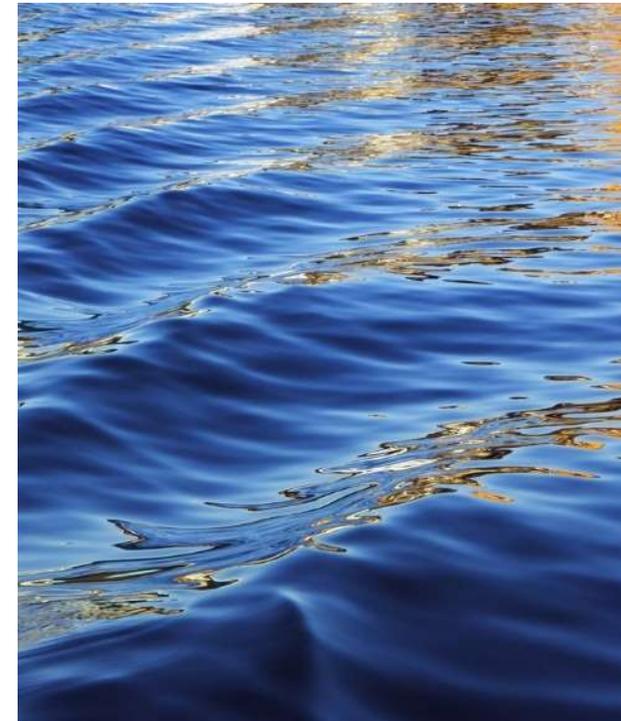
- *Progressive anticipation of the annual ecological deficit*
- *53% of food waste occurs in households*
- *9% of the generation of waste comes from households*
- *A quarter of total energy consumption occurs in households*
- *the fashion industry is the second largest consumer of water in the world and produces 20% of wastewater*
- *In 2018, about 50 million tons of electrical appliances are discarded in the world. In addition, of all the appliances produced, only 20% are recycled.*
- *More than 270 million tons of plastic are consumed annually and virtually all of it becomes waste*
- *In 2018 alone, around 50 million tons of electrical appliances were discarded in the world. In addition, of all the appliances produced, only 20% are recycled.*
- *Changes in consumption patterns have contributed to 2 billion adults being obese or overweight. It is estimated that there are still 821 million undernourished people.*
- *Cars are the main pollutant, with 60.7% of the total emissions from road transport in Europe.*
- *In 2050 there will be 6,000 to 7,000 million middle class consumers worldwide who will put more pressure on consumption and the environment (AEMA, June of 2017)*





Public policies for sustainable development & consumer protection

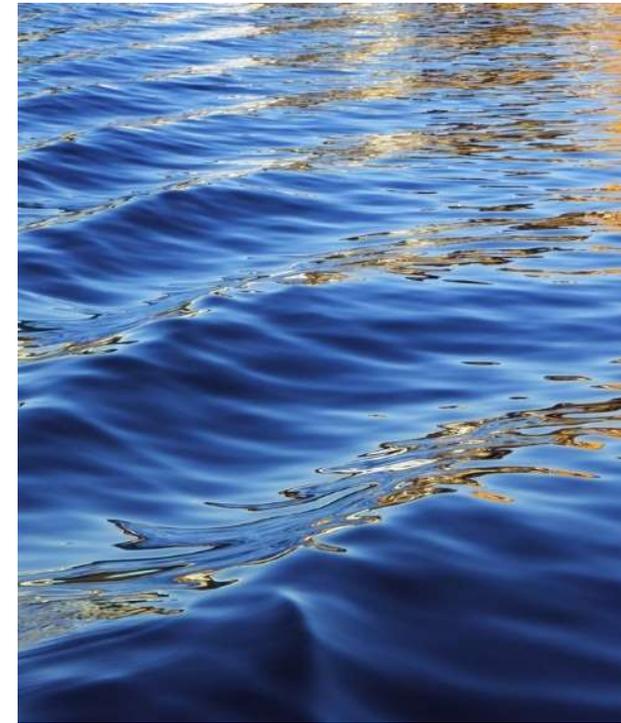
- Establish objectives and synergies focused on the consumer citizen
- Circular positive feedback actions
- Regulatory framework for consumer co-responsibility in a socio-environmental context





Example of good practice: Regional
Government of Castilla-La Mancha (Spain)

- *Ministry of sustainable development*
- *Directorate General of 2030 Agenda & Consumers Protection*
- *Law 3/19, of March 22, on the Statute of Consumers of Castilla- La Mancha*

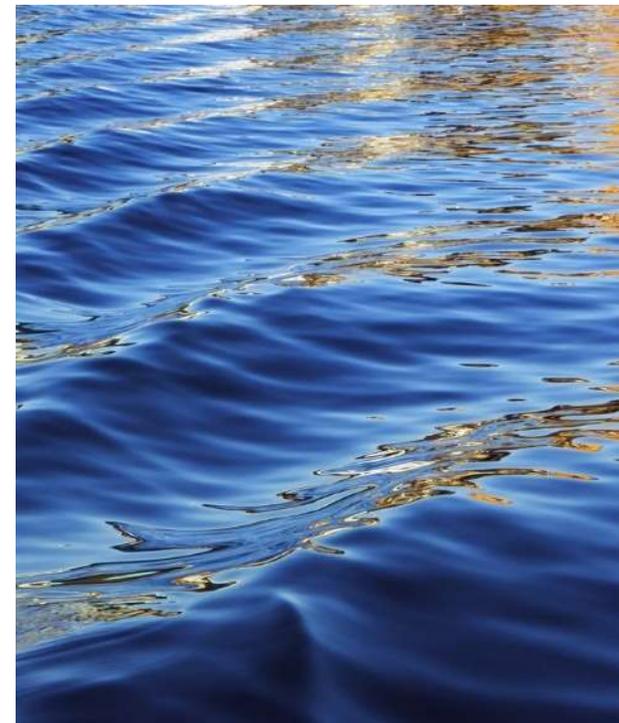




Consumers rights in the law 3/19, of March 22, on the Statute of Consumers of Castilla- La Mancha (I)

Art.5.2 - Right to a healthy environment that promotes the necessary conditions to exercise responsible consumption that fosters sustainable development.

Art.5. 3 - Right to food sovereignty, linked to the consumption of local and seasonal products distributed in short marketing circuits and to responsible consumption based on the prevention of food waste and basic resources.

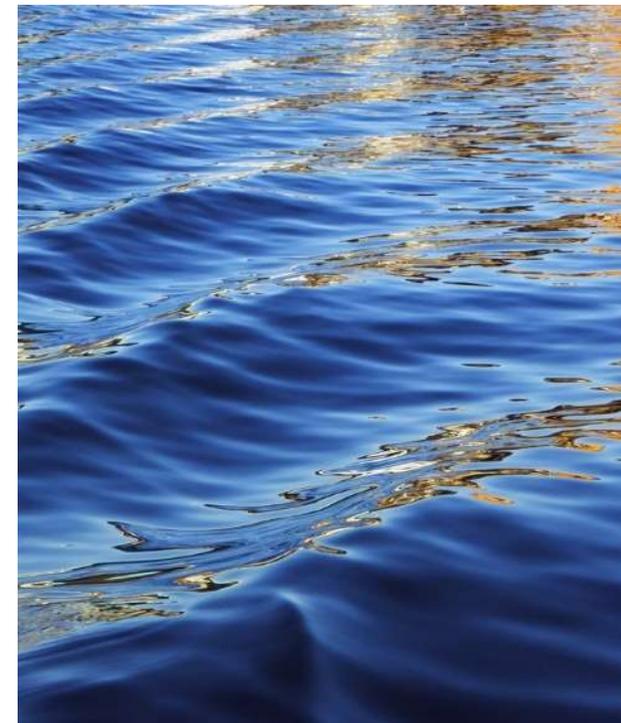




Consumer rights in the law 3/19, of March 22, on the Statute of Consumers of Castilla- La Mancha (II)

- Art. 5.4 - Right to guarantee functionality in accordance with the expected life cycle of any product, good or service made available on the market, in accordance with its regulatory development.

- Art. 5.8 - Right of access to products and goods obtained and distributed according to ethical and sustainable production and consumption models, actively participating in the circular processes of production and consumption and also in the prevention of waste and recycling that allows the transformation of a object or product unused or intended to be a waste, to a new identity and value.





Consumer responsibilities in the law 3/19, of March 22, on the Statute of Consumers of Castilla- La Mancha

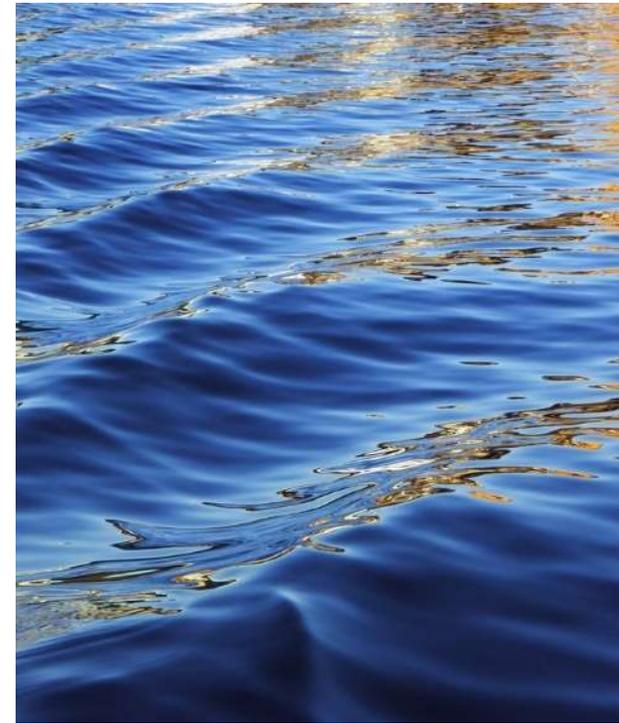
Art. 53.2 - The social responsibility of consumers extends both to their participation in the field of corporate social responsibility and to the effective exercise of a responsible consumption according to economic, social and environmental purchase decision criteria, not based exclusively on the quality / price ratio.

- i) Prevent food waste by responsible food consumption and, in general, obsolescence of products by selecting repairable and replaceable goods.*
 - j) Adopt sustainable consumption behaviors in terms of waste prevention and recycling, reuse and recovery.*
 - k) Not hinder the processes of circular economy and eco-design and shared innovation.*
 - l) Collaborate in sustainability and in the intelligent and efficient use of natural resources. m) Avoid the costs derived from non-responsible behaviors or habits and from inappropriate or irresponsible uses of the products, goods and services acquired, including those related to their mobility.*
- 



Transition to sustainability: stages for change

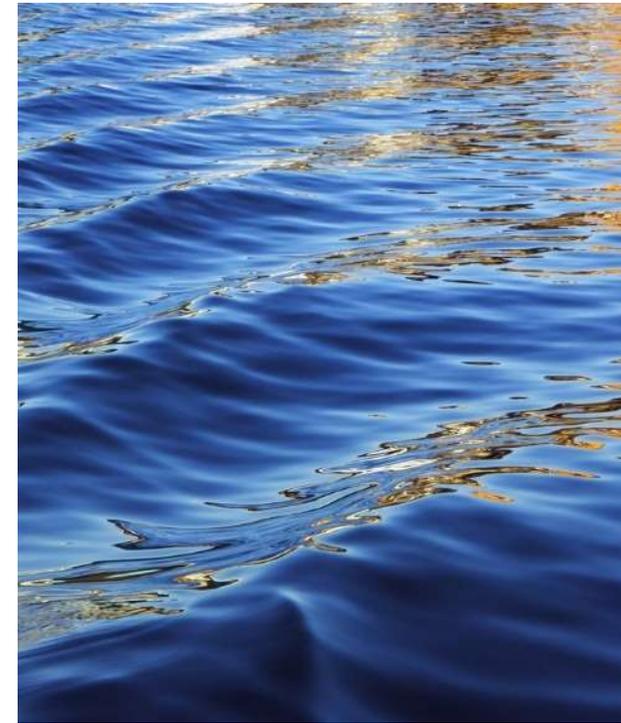
- 1st) Reduce superfluous consumption and meet the needs more rationally
- 2nd) Optimize the life cycle of products
- 3rd) Sustainable management of technological disruption





Paths to reduce superfluous consumption and meet the needs more rationally

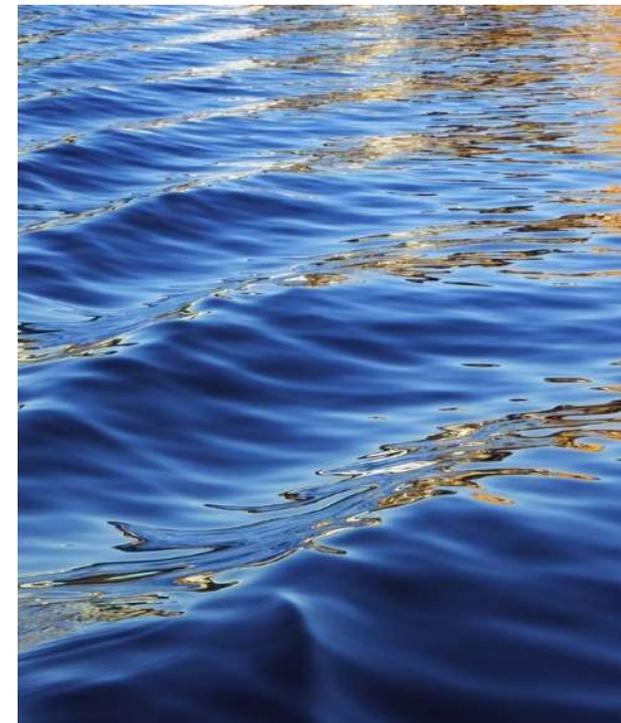
- Right to the sovereignty of the consumer to make purchasing decisions freely and consciously (art. 5.1 Law 3/19 Castilla- La Mancha)
- *Responsible consumption*
- *Collaborative consumption: share, exchange, lend,...(EESC opinion)*
- *Smart consumption*
- *Critical analysis of advertising*
- *Consumer education*
- *Consumer empowerment*
- *Self-control spending skills*
- *Waste prevention*
- *Food waste prevention (Decree 19/2019, of March 26, which promotes measures to prevent food waste and redistribution of food in Castilla-La Mancha is facilitated)*





Paths to optimize the life cycle of products (I)

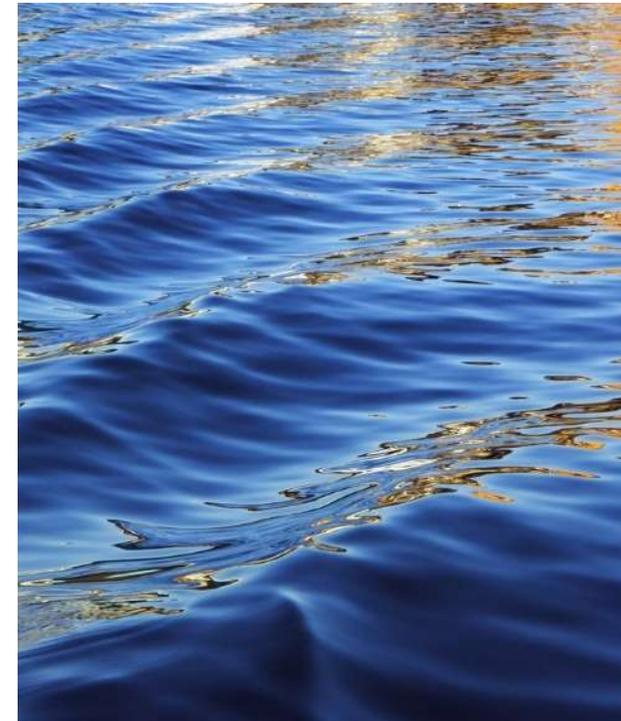
- *Circular economy (EESC opinion)*
- *Functional economy (service-based economy vs. product-based economy)*
- *Optimization of food surpluses (Decree 19/2019, of March 26, which promotes measures to prevent food waste and redistribution of food in Castilla-La Mancha is facilitated)*
- *Ecodesign and shared value creation*
- *Uprecycling*
- *Short food miles*





Paths to optimize the life cycle of products (II)

- Prevention of programmed obsolescence (EESC study “The new attitudes toward consumption and production: the best practices in the area of collaborative consumption and planning obsolescence (a world in transit)”)
- Art. 26 Law 3/19 Castilla- La Mancha.
The Board of Communities of Castilla-La Mancha, within the scope of its powers, will regulate informative measures on the durability and repair of products in order to prevent and eradicate production practices that aim to intentionally reduce life useful of the products, being able to act cautiously on the commercialization of these.



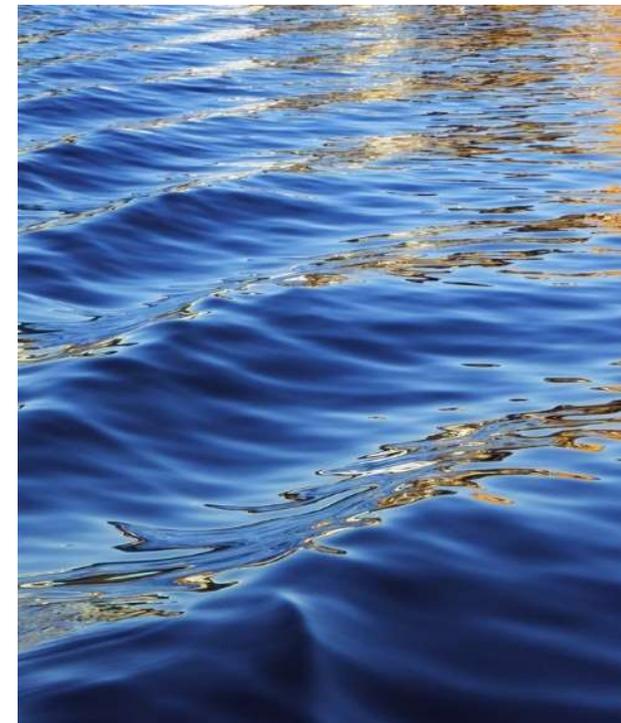


Paths to optimize the life cycle of products (III)

-Art. 135.5 Law 3/19 Castilla- La Mancha

The Board of Communities of Castilla-La Mancha will promote and promote all kinds of actions and voluntary initiatives that guarantee both the reliability of the products of the companies, and a minimum duration of the products acquired by the consumers. To this end, the following will be encouraged:

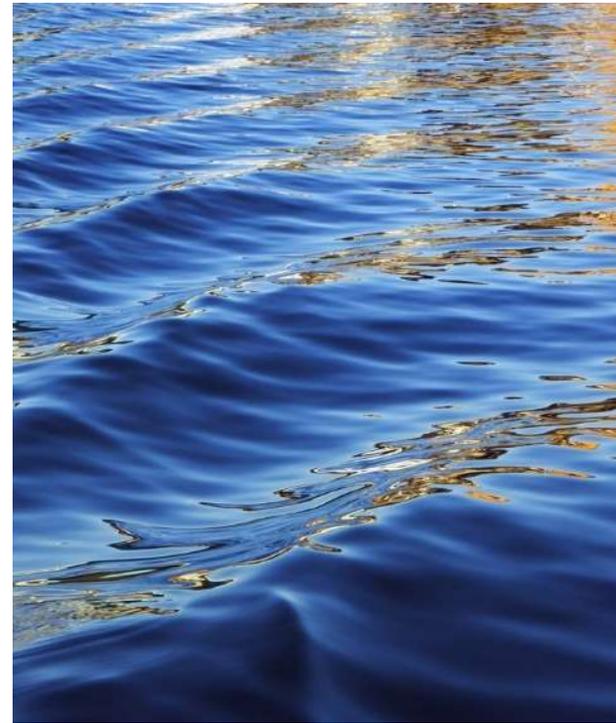
- a) *The possibility that consumers can stock up on spare parts for a period of five years from the acquisition of the product.*
- b) *That at the time of purchase a manual is given to the consumer in which they detail the possibilities of repair and the instructions to carry it out.*
- c) *Voluntary certification initiatives so that the guarantee of replenishment of spare parts of ten or twenty years is a sales pitch.*
- d) *The commitment of the manufacturers to publish data on the most frequent breakdowns, storing the necessary spare parts or committing to manufacture them to order or to look for suppliers of the brand that could produce them.*
- e) *A label on the duration of life or the estimated number of uses of the products so that the consumer can choose at the time of acquisition with full knowledge of the cause.*
- f) *Any other measure that helps to know the minimum life span of the products purchased.*





Sustainable disruption management

- Obsolescence for innovation
- Access
- 3D printing
- Do It Yourself
- Fablabs
- Prosumers





*"The challenge will be to
reconcile happiness,
consumption and sustainability"*

Thank you very much for your attention
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