

THE NEEDS FOR GOOD CHOISE **– BUT IS CHOISE ALWAYS NEEDED?**

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Spotlights for discussion

SUSTAINABLE CONSUMPTION: A REAL CHOICE FOR CONSUMERS?
BUILDING TRUST OF CONSUMERS IN SUSTAINABLE PRODUCTS AND SERVICES

Promote sustainable consumption choices

Reduce options for unsustainable consumption



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Sustainable Consumption - more than right products to choose

Ecological fiscal reform

→ set the prices right

Corporate responsibility and accountability

→ make production transparent

Education for sustainable consumption

→ enable to reflect consumption

Clean and eco-effective production

→ make right products available

Information and public participation

→ trust building for consumption decisions



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Trust building in good consumption choices

Labeled products: independences and transparency

→ criteria development

→ monitoring

Relevance of information

→ concentrate on information where households consumption makes a difference

From real choice to real decision

Examples for supportive factors:

- a feeling for the own contributions
- an easy way to get the good products

A feeling for own contributions

A 4-person family's contribution to organic farming
(To reach the goal of 10% organic farming in Germany)

12 small breads
6 liter milk or dairy products
2,5 kg potatoes
16 eggs
200 g meat
100 g sausages

per month



An easy way to the right products (1)

Guiding systems to find sustainable products in supermarkets



ANPED Northern Alliance
for Sustainability

www.nachhaltige-produkte.de (in German)

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An easy way to the right products (2)



Summing up

Encourage development and promote demand of sustainable products and services is necessary...

...but also set the right economic, social, and legal framework to reduce unsustainable consumption choices



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Thank you

www.anped.org

www.seri.at/consumption



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