

WORLD CONSUMER RIGHTS DAY 2020

THE SUSTAINABLE CONSUMER



INTRODUCTION

THE WORLD CONSUMER RIGHTS DAY THEME

A global environmental crisis

We urgently need drastic action to address the global crises of climate change and biodiversity loss. To do this we need to reduce greenhouse gas (GHG) emissions, waste and resource use from across all sectors.

We are currently locked into a fossil-fuel based, high-waste model that ties growth to resource use. It is vital we change our model of consumption, and do it in a way that supports rather than undermines progress on challenges of poverty, hunger, inequality, poor health and inadequate housing. These problems damage communities across the world and are felt most keenly in the global south – where climate change is having the biggest impact.

- We are currently predicted to [miss the Paris agreement of keeping the temperature rise at 1.5c](#) and [miss all of the Sustainable Development Goals](#).
- [Earth Overshoot Day](#), the day of the year we consume all of earth's resources has been getting earlier and earlier. In 2019 was 29 July.
- If we don't take action up to [700 million people will be displaced by 2030 due to water scarcity](#).
- [30%-40% of all food produced worldwide is lost or wasted](#), placing an unnecessary strain on the environment.
- Globally only [9% of all the plastic ever produced has been recycled](#), 79% is in landfills, dumps or the environment and 12% has been incinerated affecting marine pollution and biodiversity.
- [Native land species have fallen by at least 20%](#). More than 40% of amphibian species, almost 33% of reef-forming corals and more than a third of all marine mammals are threatened.

This is a global challenge which requires coordinated and global solutions. As a global consumer movement, we can play an important role. Encouraging consumers to consume sustainability is vital, as well as ensuring the infrastructure and choice is in the place for them to do that.

Consumer power

As individuals, or consumers, we have enormous power, in the purchase choices we make and how we use and dispose of those purchases, but also in our ability to influence the whole system (from production and manufacturing to packaging and disposal) by demanding more from supply chains and calling for more sustainable products and services. We also have the power to ensure that the impact of the sustainable purchases we make doesn't end as we leave the shop. That our sustainable products have the infrastructure behind them to increase their life and usefulness, which not only helps us as individuals but makes sustainability the easier option for other consumers.

The Sustainable Consumer

It's for these reasons 'The Sustainable Consumer' has been chosen by our Board and Council as the topic for World Consumer Rights Day 2020. Sustainability was also highlighted by our wider membership as an important area for us to work on during feedback at our [global Summit in 2019](#). Sustainability is now core to Consumers International's strategy, and a major issue for a number of our 200 members.

World Consumer Rights Day will focus on involving and empowering consumers to make the sustainable choices needed to meet the Sustainable Development Goals.

This Campaign Outline will take you through some of the ways you could highlight the issues of The Sustainable Consumer in your country.

PURPOSE OF WORLD CONSUMER RIGHTS DAY

15 March is World Consumer Rights Day, an annual occasion for celebration, impact and global solidarity within the international consumer movement.

Each year consumer organisations mark the day by joining together to highlight and raise awareness of an issue that is important to consumers around the world. World Consumer Rights Day is our chance to make the biggest impact possible. Working together, our voices calling for change are far more powerful than they would be alone.

HOW DO MEMBERS GET INVOLVED?

Consumers International provides a theme, concept and opportunities for coordinated action each year. Members work within the theme, adapting it to suit their national context and link their activity back to the global day of action.

BUT IT'S ON THE WEEKEND

The day of World Consumer Rights Day falls on a weekend for most of the world. We will be planning activities to run throughout the week before and across the weekend. We will launch our blog and map to start from the Monday before the day and will capture activities happening until the Monday after.

WHAT IS WORLD CONSUMER RIGHTS DAY 2020'S THEME?

The Sustainable Consumer

If everyone lived the lifestyle of the average person in western Europe, we would need three planets to support us. Meanwhile, about one billion people live in extreme poverty, unable to access the minimum needed for a decent quality of life.

In order to protect the planet and provide fair social conditions for current and future generations, we need to think about the way we produce and consume goods and services. The aim of sustainable consumption is to increase resource efficiency and fair trade while helping to alleviate poverty and enable everyone to enjoy a good quality of life with access to food, water, energy, medicine and more.

Sustainable consumption is an important aspect of the Sustainable Development Goals.

[Goal 12: Ensure sustainable consumption and production patterns](#)

“Since sustainable consumption and production aims at “doing more, and better, with less,” net welfare gains from economic activities can increase by reducing resource use, degradation and pollution along the whole life cycle, while increasing quality of life. There also needs to be significant focus on operating on supply chain, involving everyone from producer to final consumer. This includes educating consumers on sustainable consumption and lifestyles, providing them with adequate information through standards and labels, and engaging in sustainable public procurement, among others.”

But sustainable consumption should be the easy option, and not down to consumer choice alone. We need to work to reduce the confusion around sustainability by ensuring that producers, retailers and policymakers do all they can to make products safe, durable and resource-efficient; before providing clear, reliable information to guide consumer choice.

You can find out more about the issue of The Sustainable Consumer by [reading our briefing](#).



WHAT YOU CAN DO

- Take part in our coordinated action.
- Plan an activity on the topic which works best in your country's context.
- Help build the international picture by sharing your activity on social media using the hashtag #SustainableConsumer and sharing information with Consumers International so we can add it to our website.
- Join our webinar on the topic, held in January 2020.

You'll understand which activities will best suit you. In the past members have held events, engaged with their local media, produced reports, advocated to national governments, targeted companies and held conversations with consumers.

We will have a range of social media activities you can take part in for the day. We will provide sustainability themed social media images. We will be tweeting and posting on Facebook and Twitter under the hashtag #SustainableConsumer. We will host an online map and blog of member activity on the Consumers International website and show where people are using the hashtag #SustainableConsumer across the world in real-time.

We will also provide a template press release you can use with your local media and on your website.

Please do let us know what you are doing for the campaign by emailing wcrd@consint.org or speaking to your Regional Networker. It would be great to be able to share what you are up to with other members to encourage more joint working. Please let us know by **10 February 2020** so we can share the information with others.

OUR COORDINATED ACTION

Generation Z are an important stakeholder to engage on sustainable consumption issues. The consumer movement can play a powerful role in engaging and raising awareness amongst this important group. We are asking members to use World Consumer Rights Day as an opportunity to work with a local school, college or university and organise a session with a small group to talk about sustainable consumption. You will know what will work best in your context, however we will provide a short briefing and some examples of how members around the world have done something similar.

We would ask you to take short videos, or photos, of your activities to share on our website and social media, giving young people the chance to talk about their understanding of sustainable consumption. We will bring this together to paint the global picture. This activity could also provide a good opportunity to involve the media in your local country.

WHAT IS CONSUMERS INTERNATIONAL'S ROLE IN WORLD CONSUMER RIGHTS DAY?

Consumers International will provide a central theme, issue briefings, campaign resources and branding that members can use to support their work.

Consumers International will bring together the global conversation by hosting content from around the world on our website, in particular, a live blog and map of activities. We will also be coordinating the social media activities on the day and running a series of blogs from influential voices on the issue.

HOW WILL MY ACTIVITY LINK WITH OTHER MEMBERS' CAMPAIGNS?

To enable us to demonstrate global concern and support for this issue both on World Consumer Rights Day itself and beyond in our ongoing advocacy and communications activity, please:

- Link your work into the key messaging for the day by using the hashtag #TheSustainableConsumer.
- Participate in the coordinated activity or plan your own activity.
- Tell us about your activities through your Regional Networker or by email on wcrd@consint.org

KEY DATES

December	Members receive the World Consumer Rights Day 2020 Campaign Outline and Briefings
January	<p>All Members receive World Consumer Rights Day 2020 Resource Pack, including:</p> <ul style="list-style-type: none"> • Social media resources • Information about coordinated action • Template press release • World Consumer Rights Day branding and logo <p>World Consumer Rights Day 2020 webinar</p>
February	Launch campaign in members' publications and on social media
15 March	WORLD CONSUMER RIGHTS DAY

KEEP IN TOUCH

Please share updates on your plans, pictures of your actions and any media coverage you generate through...

Regional Contact Points:

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WHO ARE WE

We believe in a world where everyone has access to safe and sustainable products and services.

We bring together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly.

We are resolutely independent, unconstrained by businesses or political parties. We work in partnership and exercise our influence with integrity, tenacity and passion to deliver tangible results.

Consumers International. Coming together for change.