



WORLD CONSUMER
RIGHTS DAY

2020

GEN Z

**A VITAL GENERATION IN THE FIGHT
AGAINST CLIMATE DISASTER**

CONSUMERS INTERNATIONAL

WORLD CONSUMER RIGHTS DAY 2020



For World Consumer Rights Day 2020, we are calling for sustainability to be the easy choice for consumers.

More and more consumers are willing to make changes to their lifestyles to consume sustainably. As they make these commitments, governments and businesses must match this and make changes to ensure sustainability is the easy choice.

We are at an important tipping point.

We are asking our members to engage with young people in their country on the issue and to send us some videos.

WHAT ARE YOUNG PEOPLE DOING ON ENVIRONMENTAL ISSUES?

- Young people are the face of climate activism – Greta Thunberg is 17-years-old, school children are [striking against climate](#), [Extinction Rebellion Youth](#) protestors are in their teens and twenties.
- [A survey of 10,000 people aged 18-25 in 22 countries](#) around the world, found that climate change was their most pressing concern.
- [80% of Gen Z](#) say it is 'extremely or very important that companies implement programs to improve the environment'.
- They are prepared to use their purchasing power to back up their beliefs, [a study found](#) 72% of Gen Z are willing to spend more money on a sustainable service, 40% said they have boycotted a company in the past, and 49% more saying they would consider it in the future.



Kumi Naidoo, Secretary General of Amnesty International, said:

“For young people the climate crisis is one of the defining challenges of their age.”

“This is a wake-up call to world leaders that they must take far more decisive action to tackle the climate emergency or risk betraying younger generations further.”

GENERATION Z COORDINATED ACTION

- The consumer movement can play a powerful role in engaging and raising awareness amongst young people. We are asking members to use World Consumer Rights Day 2020 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 on the next slide we collected some examples of what other members have done.
- This activity could also provide a good opportunity to involve the media in your local country.
- After your session we would ask you to take short videos asking the young people you are working with two questions:
 1. 'What I'll do' to be a more sustainable consumer – for example, swap meat for other types of protein during the week
 2. 'What I want' (from business and governments) to support sustainable consumption – for example, more recyclable packing
 3. What is your message to world leaders at the UN's Climate Change Summit in November?

Make sure you get written permission for these videos to be shared publicly and send them with the videos (a sample video permission form is in this pack).



GETTING GOOD VIDEO CONTENT

Firstly make sure you get signed permission from the person you are filming, or their parents if they are under 18 (sample permission form in this pack).

Some tips to get good video content:

- Practice before you start so you know how your videos will look
- Make sure there is enough light – position people close to a window (but not directly in front of it), or film outside.
- Record your video in a quiet place so that the audio of your video is loud enough
- Make it short – 30 secs is a good length
- Please film them in landscape



TIMELINE OF ACTION

Now

- Make sure you or a member of your team are signed up to the webinar on 5 Feb.
- Have internal discussions about what you will do for the day, and assign people to work on it
- Contact a school, college or university as far in advance as possible to arrange to hold a session with young people there, make sure you share the video/ image consent forms in advance.

Closer to the day

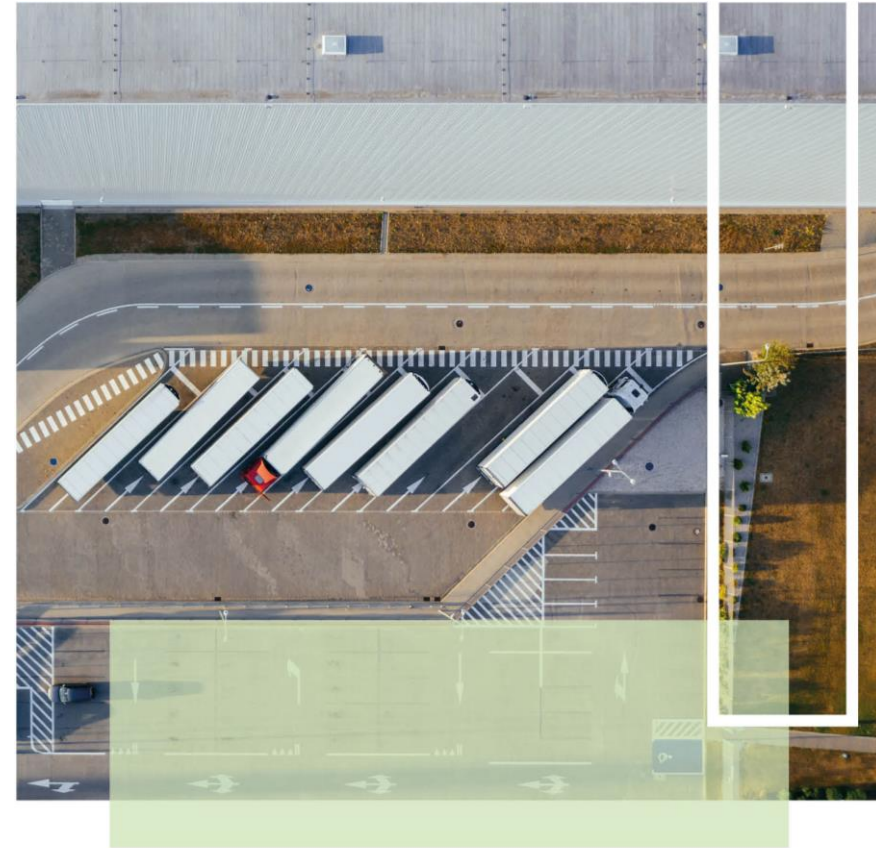
- Please let your regional networker know what your plans are so we can factor it into our online map and live blog.
- Contact the local media to see if they would be interested in running a story on your activity.
- Prep any materials you want to take into the session beforehand and make sure you test any equipment you are taking to record video, even if this is just a phone.

On the day

- Print out extra video/ image consent to take to the school.
- Send over any photos or videos to your regional networker or through our World Consumer Rights Day WhatsApp group as soon as possible so we can share them on the live blog and social media (with a photo of the permission form).
- If you have social media accounts make sure you are sharing your activities during the day using the hashtag #sustainableconsumer

Afterwards

- Share information about the day went, any photos or videos and any feedback for the team at Consumers International with your regional networker.
- Look out for emails from us giving you and overview of the activities for the day



CONSUMERS INTERNATIONAL MEMBERS AROUND THE WORLD ENGAGING WITH GEN Z

Consumers Lebanon worked with schools and universities to spread awareness on plastic waste. Together with the young people they collected plastic litter on the beach to allow them to truly understand the scale of the problem. They also discussed alternatives to replace plastic and distributed eco bags to replace plastic bags.

Consumer Education and Research Society (CERC) in India organised a workshop on the theme “No to Plastics” to encourage students to follow ‘3Rs’ in their day-to-day life – reduce, reuse and recycle. Students also made different items out of waste and created a dance based on the song ‘Earth’.

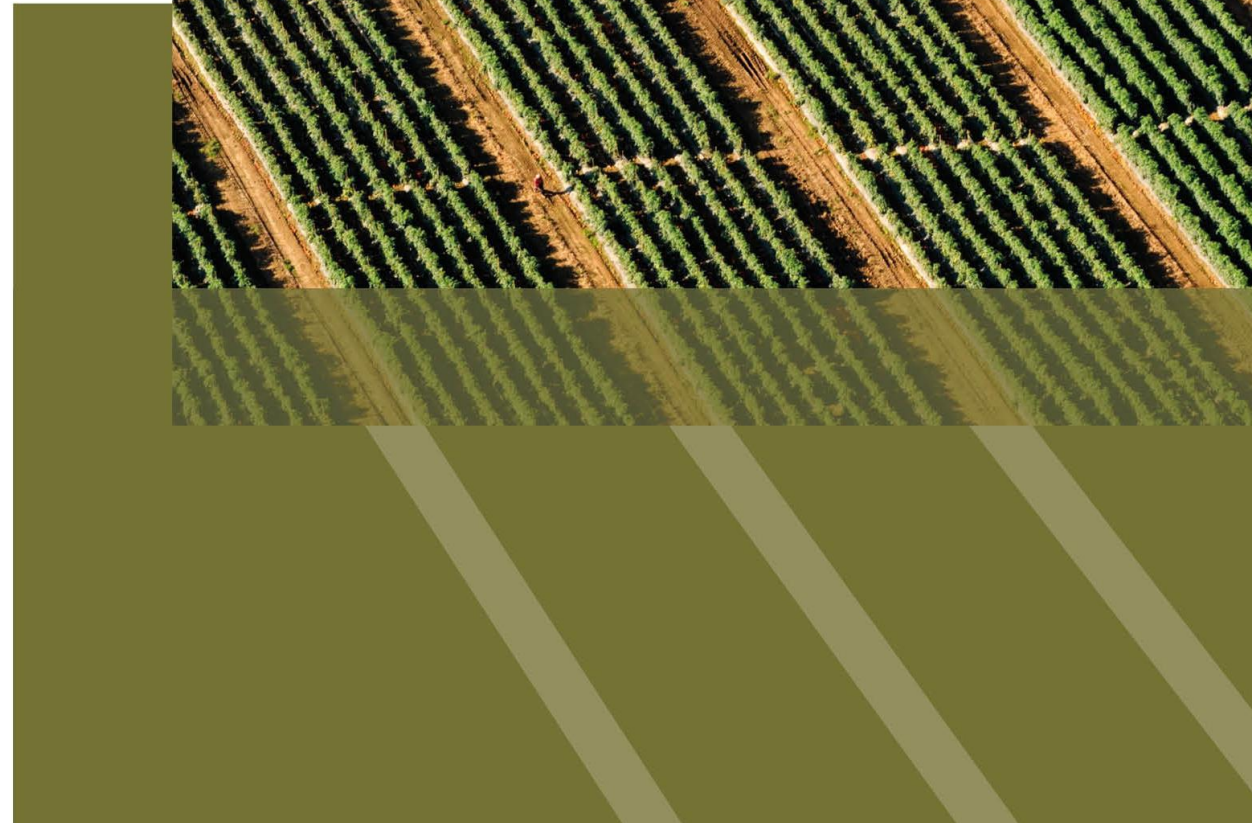


ADEC in Senegal works with schools to train and promote organic micro-gardening. Alongside the Ministry for the Environment, ADEC also mobilises young consumers, training them in recycling, composting, waste management and tree planting.

FOJUCC in Chile runs sustainable fashion workshops with young people, as a good way to discuss sustainable consumption, and to talk about the importance of supporting local commerce, as well as reusing materials for other purposes.

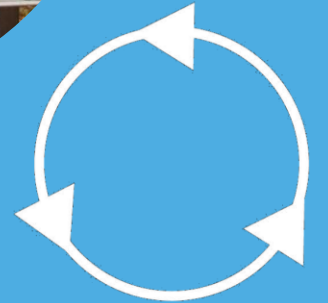
THE ENVIRONMENT

- Our current economic model is high-waste and fossil fuel-based. As countries develop economically, they start to use more and more resources.
- If everyone lived the [lifestyle of the average person in western Europe](#), we would need three planets to support us, while American lifestyles would require five planets.
- [Earth Overshoot Day](#), the day of the year we consume all of earth's resources, has been getting earlier and earlier. In 2019 it was 29 July.
- Across the world, we all need to think about how we are consuming.



SUSTAINABLE CONSUMPTION

- Sustainable consumption aims to use the earth's resources more efficiently and increase 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.
- We can make the transition to a more sustainable economic model in an equitable or inequitable way. We believe as well as safeguarding our essential natural resources, any transition also needs to deliver social justice and human rights.
- Any future system must offer fair prices, safe and high-quality products, open access, respect for human dignity and privacy as envisaged by the core consumer rights and needs.
- The [United Nations Guidelines for Consumer Protection](#), the blueprint for consumer rights were expanded significantly in 1999 to include a new section on sustainable consumption.



THE CIRCULAR ECONOMY

- An answer to the problem of over-consumption is to move towards a [circular economy model](#). This directs us away from a "take, make, dispose" model, to one where waste is designed out of the system and re-use and regeneration become central.
- This means using less, more efficiently, as well as designing products that can be repaired, re-used or upcycled.

We can all play a role.



The Waste and Resources Action Programme (WRAP)'s [circular economy diagram](#) for a visual representation of this concept.

WHAT INDIVIDUALS CAN DO

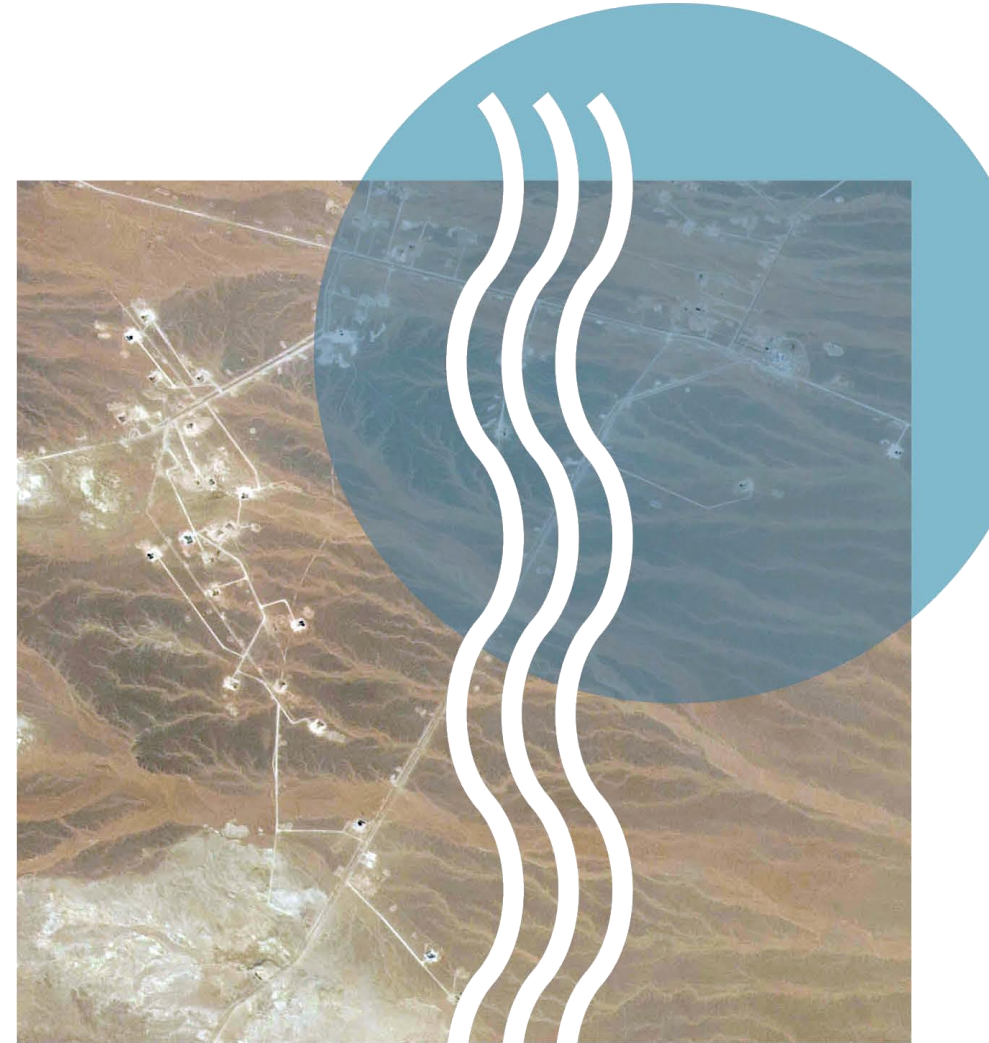
- Our lifestyles impact the planet – how we: eat food, buy stuff, move, spend money and have fun. But what can we practically do to make a difference?
- United Nations Environment Programme activates people for sustainability through the Anatomy of Action toolkit for social media which outlines simple, evidence-based, impactful actions people can do. Actions include: swapping out proteins, redesigning old clothes, collecting experiences over things.
- Since even people who are motivated to live more sustainably often cannot easily find the affordable, available enticing options they want, sustainable living is also about governments and the private sector providing (default) options and systems to meet people needs more sustainability.

ANATOMY OF ACTION



COP26

- Leaders across the world regularly meet to discuss and commit to action on the environmental crisis. Once such international moment is COP26.
- The United Nations Framework Convention on Climate Change (UNFCCC), the UN's climate body, holds an annual summit known as a [COP, or Conference of the Parties](#), attended by national ministers and, for the key ones, heads of state. All of the world's countries are 'parties to the Convention', and the COP is its supreme decision-making body.
- This year it will be held in [Glasgow](#), UK, from 9 to 19 November 2020.
- COP is a good opportunity to demand action from our governments on climate change and to hold them to account for these commitments.
- We plan to take messages and video content created this World Consumer Rights Day to COP to ensure the consumer voice is heard in these discussions.



CONVERSATION STARTERS

- Barriers to consumers choosing to buy sustainable products and services must be broken down – what could businesses and governments do to make sustainable consumption easy for consumers?
- What prevents you from making sustainable choices like recycling, reusing products, buying more sustainable brands, eating less meat?
- World leaders will meet at end of this year to discuss climate change at COP, what would you like to say to them?
- What would you like your government and the brands you buy from to commit to?

