**TEMPLATE**

**(Member name) announces theme for World Consumer Rights Day 2020:   
The Sustainable Consumer**

This World Consumer Rights Day (15 March 2020), consumer organisations around the world are joining together to call for global changes to avert environmental breakdown.

World Consumer Rights Day, co-ordinated by Consumers International the membership organisation for consumer groups around the world, takes place every year to highlight consumer protection and empowerment issues, bringing together the global consumer movement to make lasting changes for people around the world.

This year, the day will highlight what lifestyle changes individuals can make and what governments and businesses need to do to make sustainability the easy choice for consumers. The campaign is particularly focusing on young people, as the generation leading activism on the issue, demanding more from brands and who will become the world’s leaders.

We urgently need drastic action to address the global crises of climate change and biodiversity loss. The decade of the 2020s is our last chance to limit global warming to 1.5c since pre-industrial times, in line with the Paris Accord and to reverse the current trend of wide scale biodiversity loss. To do this we need to reduce greenhouse gas (GHG) emissions, waste and resource use from across all sectors.

One way we can do this is by making the way we produce and consume goods and services more sustainable. For consumers sustainable consumption is about doing more with less - for example switching to energy efficient products, swapping food with a high carbon footprint to something with a lower one, and renting or buying second hand.

Demand for sustainable products is increasing – particularly amongst younger consumers. A [global study found that 66% of consumers say they’re willing to pay more for sustainable brands](https://www.nielsen.com/eu/en/press-releases/2015/consumer-goods-brands-that-demonstrate-commitment-to-sustainability-outperform/), but barriers such as price, availability and a lack of information mean that the actual purchases of sustainable products is much lower. However, there are signs this [intention-action gap is narrowing](https://hbr.org/2019/06/research-actually-consumers-do-buy-sustainable-products) and we are reaching a vital tipping point.

Whilst consumers can play an important role, they can’t do it alone. Governments and businesses must also act to create more sustainable supply chains, taking waste and inefficiencies out of production before products get to the shops, creating the infrastructure needed for recycling and ensuring that consumers have they information they need to make informed choices.

Governments and businesses also need to show international leadership through setting and driving through ambition targets to limit global warming to 1.5c, to ensure carbon neutrality and to reverse biodiversity loss.

**QUOTE FROM MEMBER ORGANISATION**

Helena Leurent, Director General, Consumers International, said: “Consumers across the world are already seeing the impact of climate change in their countries, from devastating fires and floods to growing levels of plastic marine litter. They recognise the urgent need for change, in fact for young people say climate change is their [most pressing concern](https://www.amnesty.org.uk/press-releases/climate-change-ranks-highest-most-important-issue-facing-world-amongst-18-25-year). They want to behave more sustainability but in many cases are hindered by the systems behind the scenes. The environmental crisis we now face is so urgent that we all must play our part to solve it – consumers, governments and business.”

To find out more about World Consumer Rights Day, learn more about sustainable consumption and find out about activities in your country, visit Consumers International’s [Sustainable Consumer webpage](https://www.consumersinternational.org/news-resources/news/releases/the-sustainable-consumer-world-consumer-rights-day-2020-theme/), or follow the #SustainableConsumer hashtag on Twitter and Facebook.

**Notes for Editors**

**About the member organisation**

* (insert two paragraphs)

**About Consumers International**

* Consumers International is the membership organisation for consumer groups around the world.
* 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.
* World Consumer Rights Day has been celebrated annually on 15 March since 1983. It takes place on the anniversary of President John F. Kennedy’s address to the US Congress on 15 March 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so.