

MAINSTREAMING SUSTAINABLE CONSUMPTION

UNIVERSELY, CONSUMERS HAVE 8 RIGHTS:

The right to satisfaction of basic needs

The right to safe products and services

The right to choose

The right to be informed

The right to be heard

The right to consumer redress

The right to healthy environment

The right to consumer education

MAINSTREAMING SUSTAINABLE CONSUMPTION

CONSUMERS EQUALLY HAVE RESPONSIBILITIES

Consciousness to Act

- The responsibility to ACT to ensure that we get a FAIR Treatment.

Critical Awareness

- The responsibility to be more alert and questioning about the price and quality of goods and services we consume.

Social Concern

- The responsibility to consider the impacts of our consumption patterns and lifestyles.

Environmental Awareness

- The responsibility to realize the environmental costs and consequences of our consumption patterns and lifestyles.

Solidarity

- The responsibility to come together and organize consumers in order to enhance the strength and influence required to promote and protect our interests.

Middle Class CONSUMERS PROFILE in Asia

LIVING STANDARDS

- * invests more in health, nutrition and education
- * geographically concentrated in urban areas
- * more likely to hold salaried jobs
- * constant upscaling of lifestyle norms, status goods

GROWING DISCONNECT
BETWEEN CONSUMER
ESSENTIAL NEEDS AND
INCOMES

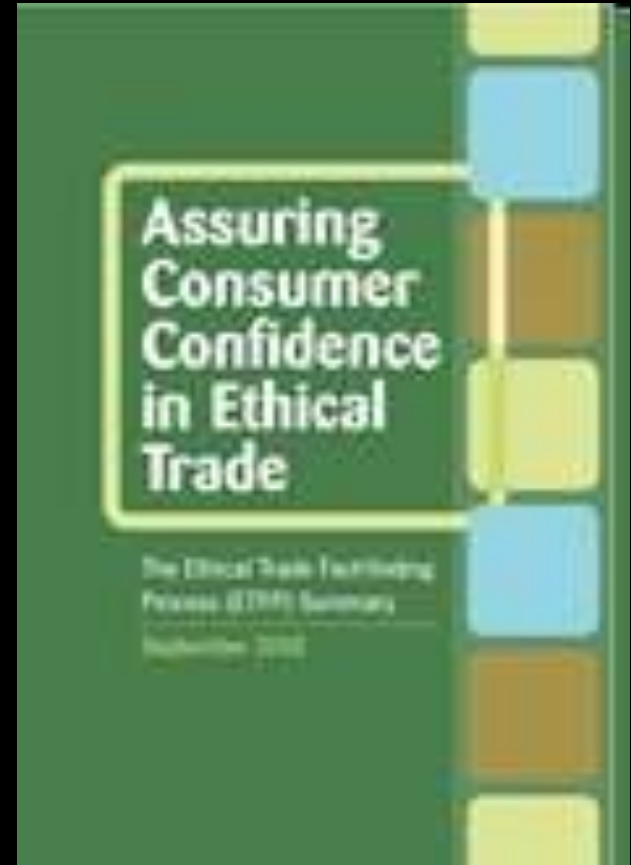


Consumption in Asia

CI's *Ethical Trade Fact Finding Process* conducted in 2010 suggests that if given *a choice*, Asian consumers are willing to purchase:

- Green products and services from companies that have a genuine commitment to long term sustainability initiatives.

However, there are barriers .



Barriers to mainstreaming Sustainable Consumption



Limited access to products and services that are sustainable in nature due to:

- Price
- Availability

Barriers to mainstreaming Sustainable Consumption contd...



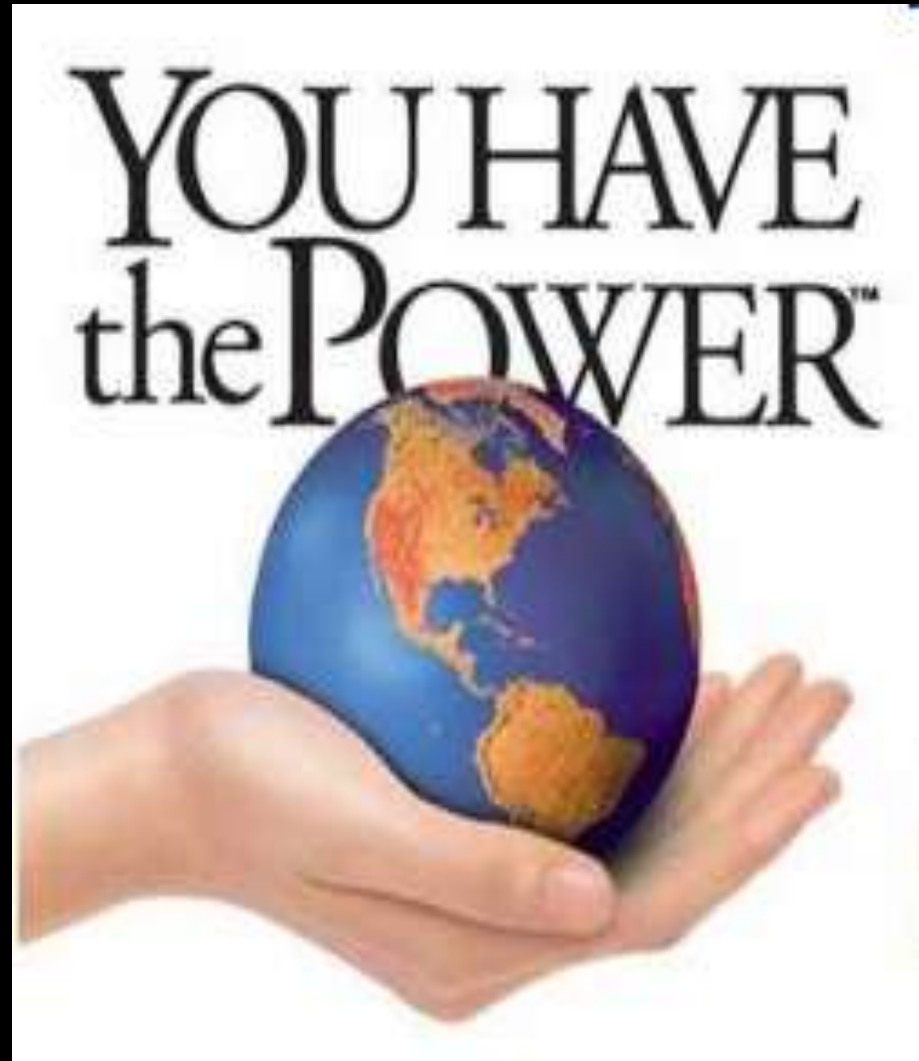
Lack of *transparency and credibility* of product performance

CI found consumers are sceptical or discriminating due to:

- ***Lack of understanding*** of on-pack labels
- ***Too many*** green claims
- ***Lack of consensus*** as to what constitutes a 'reliable claim'.



The
responsible
choice should
be the easy
choice



Thank You

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