



# Role of Gender

in Sustainable Consumption  
and Production (SCP)

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in Sustainable Consumption and Production in Asia

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<sup>1</sup> <https://www.annualreviews.org/doi/pdf/10.1146/annurev-environ-101813-013240>

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# 1. Introduction

As defined by WHO, gender is a concept that refers to socially constructed roles, behavior, activities, and attributes that a particular society considers appropriate and ascribes to men and women<sup>2</sup>.

Gender shapes the motives, means and opportunities for men and women to contribute to sustainability<sup>3</sup>. Factors like time, decision making power, inherent drive to conserve, financial status, rights to resources,

social and political awareness and knowledge, are some of the contributing factors that determine the actions and behavior of men and women towards sustainability.

This report explores the relationship between gender and various aspects of sustainable consumption, and highlights the role and responsibilities taken up by men and women in fostering SCP.

# 2. Sustainable Development Goals

The 2030 Agenda for Sustainable Development, which all UN Member States approved in 2015, is a shared roadmap for peace and prosperity for people and the planet in the present and future. The agenda puts the imperative to “*leave no one behind (LNOB)*” and “*reach the furthest behind first*” at its heart, recognizing the need to combat poverty and inequalities. LNOB represents the unequivocal commitment of all UN Member States to eradicate poverty in all its forms, end discrimination and exclusion, and reduce the inequalities and vulnerabilities that leave people behind and undermine the potential of individuals and of humanity

as a whole<sup>4</sup>. The [human rights-based approach to data](#) helps in ensuring the use of data and statistics is consistent with international human rights norms and principles, including for participation, self-identification, transparency, privacy and accountability<sup>5</sup>. The seventeen sustainable development goals (SDGs) are at its heart. It represents an urgent call to action for all countries, developed and developing, to work together in a global partnership<sup>6</sup>. SDGs address global issues like poverty, inequality, climate change, environmental degradation, and justice<sup>7</sup>. **Figure 1** presents the 17 UN SDGs.

<sup>2</sup> <https://www.wsp.org/sites/wsp.org/files/publications/WSP-gender-water-sanitation.pdf>

<sup>3</sup> <https://www.annualreviews.org/doi/pdf/10.1146/annurev-environ-101813-013240>

<sup>4</sup> <https://unsdg.un.org/sites/default/files/2022-04/Operationalizing%20LNOB%20-%20final%20with%20Annex-es%20090422.pdf>

<sup>5</sup> <https://unsdg.un.org/2030-agenda/universal-values/leave-no-one-behind>

<sup>6</sup> <https://sdgs.un.org/goals>

<sup>7</sup> <https://www.hec.edu/en/faculty-research/centers/society-organizations-institute/think/so-institute-executive-factsheets/what-are-sustainable-development-goals-sdg>



## Role of Gender

in Sustainable Consumption and Production (SCP)





**Figure 1:** UN Sustainable Development Goals

Implementation and progress towards the SDGs will be determined by countries' sustainable development policies, plans, and programs, with governments taking the lead. The SDGs serve as a guide for countries in aligning their strategies with the other international commitments such as those on climate change. The 17 SDGs and 169 targets are being tracked using a set of global indicators. Country governments have also

created their own national indicators to help track progress toward the goals and objectives<sup>8</sup>. SDG 5 on Gender Equality aims at achieving gender equality and empower all women and girls.

Action towards SDG 5 on Gender Equality paves the path towards achieving some of the targets of other SDGs. **Table 1** enlists how gender equality relates to the targets set for some of the other SDGs.

**Table 1:** Gender Equality relation to other SDG targets

SDGs focusing on Gender Aspect	Targets
	By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance. Focusing on policy frameworks using gender-sensitive strategies for regional, national and international levels. This would give women equal employment opportunities and thereby contribute to poverty reduction.
	By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training. This would encourage girls to study STEM subjects and become programmers, mathematicians or engineers.



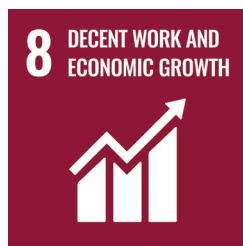


## SDGs focusing on Gender Aspect

## Targets



By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.



By 2030, achieve full and productive employment and decent work for all women and men. This will help in promoting women's economic empowerment and ensure women's economic rights.



By 2030, empower and promote the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. This target will provide many opportunities to women in the various sector which are currently men dominated.



By 2030, provide access to safe, affordable, accessible, and sustainable transport systems for all, improving road safety, notably by expanding public transport. By 2030, provide universal access to safe, inclusive, and accessible, green and public spaces, in particular for women and children, older persons, and persons with disabilities. These targets would help in ensuring the safety of women in public places and will lift many barriers for them.



Promote mechanisms for raising capacity for effective climate change-related planning and management in the least developed countries and small island developing States, including focusing on women, youth, and local and marginalized communities. This would give equal opportunities to both men and women to get involved in climate change actions and measures.



Women's full and effective participation in leadership and decision-making can be an enabler of sustainable use of land resources. In sustainable community-based activities towards managing ecosystem, both men and women should play active roles.



#### SDGs focusing on Gender Aspect

#### Targets



Promote and enforce non-discriminatory laws and policies for sustainable development and to bring in gender equality. Various studies have shown that women's participation in peace negotiations has highly positive effects. Eliminating violence against women and girls contributes toward peace and security.

## 3. Sustainable Consumption and Production

Everything we produce and consume has either a positive or negative impact on the economy, the environment, social development and human rights. Currently, economic growth has been deeply connected to unsustainable outcomes including the degradation of natural capital, the advancement of climate change, and violations of human rights<sup>9</sup>.

Sustainable consumption and production (SCP) refers to "the use of services and related products, which responds to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations<sup>10</sup>".

SCP promotes resource and energy efficiency, sustainable infrastructure, access to essential services, green and decent jobs, and a better quality of life for all. SCP ensure that human activities remain within the carrying capacity of the planet while respecting the rights of future generations<sup>11</sup>. Sustainable actions can have both significant environmental benefits and major positive impacts through respecting and supporting

human rights and promoting gender equality. New business models and sustainable products and services find their way to vulnerable populations, supporting human development.

Implementing SCP as an integrated approach helps achieve overall development goals, reduce future economic, environmental and social costs, strengthen economic competitiveness, and reduce poverty.

SCP requires "life cycle thinking" and the SCP goals and actions become powerful levers to accelerate the transition to an eco-efficient economy and turn environmental and social challenges into business and employment opportunities while decoupling economic growth from environmental degradation. SCP aims at "doing more and better with less," increasing net welfare gains from economic activities by reducing resource use, degradation, and pollution along the whole lifecycle while increasing quality of life. SCP can contribute to the creation of new markets, green jobs, and efficient natural resources management<sup>12</sup>.

<sup>9</sup><https://blueprint.unglobalcompact.org/sdgs/sdg12/>

<sup>10</sup><https://www.unep.org/explore-topics/resource-efficiency/what-we-do/sustainable-consumption-and-production-policies>

<sup>11</sup><https://www.un.org/en/chronicle/article/goal-12-ensuring-sustainable-consumption-and-production-pat-terns-essential-requirement-sustainable>

<sup>12</sup>[https://sustainabledevelopment.un.org/content/documents/945ABC\\_ENGLISH.pdf](https://sustainabledevelopment.un.org/content/documents/945ABC_ENGLISH.pdf)



## 4.SDG 12 and SCP



The SDG 12 on SCP is “Ensure sustainable consumption and production patterns”. The key targets for this goal are:

- Implement the 10-year framework of programmes on sustainable consumption and production, all countries acting, with developed countries taking the lead, taking into account the development and capabilities of developing countries.
- By 2030, achieve the sustainable management and efficient use of natural resources.
- By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
- By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimise their adverse impacts on human health and the environment.
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
- Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- Promote public procurement practices that are sustainable, in accordance with national policies and priorities.
- By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.
- Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.
- Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.
- Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.

It can be observed that the achievement of SDG 12 targets is possible through equal contribution and effective participation of both men and women. Men and women need to be represented equally at various strata of society to create sustainable cities and nations.



# 5.SDG 5 on Gender Equality



The UN explains: "Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Providing women and girls with equal access to education, health care, decent work, and representation in political and economic decision-making processes will fuel sustainable economies and benefit societies and humanity at large."

The UN has defined 9 Targets and 14 Indicators for SDG 5. The key targets for SDG 5 are:

- End all forms of discrimination against all women and girls everywhere.
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation.
- Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.
- Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.
- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.
- Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences.
- Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.<sup>13</sup>

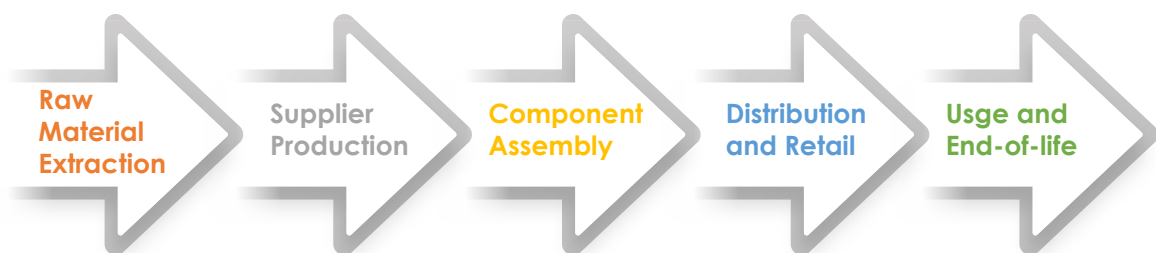
## 6.SCP and Climate Change

Climate change refers to long-term shifts in temperature and weather patterns and is a result of natural as well as anthropogenic activities. One of the main drivers of climate change, is the burning fossil fuels like coal, oil, and gas, which emits greenhouse gases that cause the earth's temperature to rise. Major sources of greenhouse gases include transportation and energy consumption in buildings. The impact of climate change can be reduced by shifting towards sustainable consumption and production choices and making sustainable lifestyle changes at various levels of society.

Men and women take up different roles with regard to household resource management, agriculture, mobility, hospitality and tourism, and waste management. Difference in consumption patterns is observed between men and women owing to differences in behaviors and attitudes, spending patterns, responsibilities along with social, financial and political influence and lifestyle practices and intersect with other social identities. However, both men and women shoulder the responsibility of moving towards SCP by making responsible choices.

Every product has a value chain, which can be examined to identify 'hot spots' areas responsible for most of the GHG emissions along the value chain of the product. SCP fully acknowledges the complex interactions between different stages of the value chain –resource extraction, production activities of suppliers, component assembly, distribution and transport, product retail, use-phase, and end-of-life stages of the products. Improving the systems and practices in the hot spot areas will naturally be effective in reducing GHG emissions.

Businesses have a direct impact on the environment, society and the economy. Hence, it is important to identify the material themes related to the sustainability of the global environment and the sustainable development of the business and then formulate the vision and targets to realize a value chain that has minimal/zero environmental impact and establish quantitative targets for climate change, resource consumption and material themes related to environmental issues.



**Figure 2:** Life cycle stages of product



## 7. Stakeholders in SCP

In order to sustain SCP at individual level, support from multiple stakeholders at various stages of life cycle of product and service as required. This needs to be done at various levels of the society- community, regional, national and international.

Various stakeholders are a part of the production and consumption system, which makes it important to identify them and explore the connections between them.

Stakeholder engagement contributes to gaining widespread support for SCP initiatives by motivating them to be part of the initiative and through promoting consultations and discussions<sup>14</sup>.

**Table 2** summarises the roles and responsibilities of each stakeholder and how their actions play an important role in promoting SCP at all levels of society.

**Table 2: Roles and responsibilities of stakeholders**

Role	Responsibility
<b>Consumer/Customer</b>	<ul style="list-style-type: none"> <li>▪ Seek transparency from producer companies about products and services</li> <li>▪ Make sustainable buying choices</li> <li>▪ Educate themselves on SCP</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>▪ Motivation for change in public opinion</li> <li>▪ Generate awareness amongst consumers through broadcast, press, advertisement through online and offline channels</li> <li>▪ Publication of sustainable products</li> </ul>
<b>NGO</b>	<ul style="list-style-type: none"> <li>▪ Increase awareness of consumers</li> <li>▪ Educate consumers about sustainable products and services</li> <li>▪ Mobilize masses to adopt SCP</li> </ul>
<b>Government</b>	<ul style="list-style-type: none"> <li>▪ Implement strategies, policies, programs, and schemes for SCP at various levels-local, regional, national, and international</li> <li>▪ Set benchmarks, standards, and best practices for company performance</li> <li>▪ Release guidelines and limits on harmful emissions (air/water/noise)</li> <li>▪ Offer subsidies, tax reductions, premiums to promote eco-friendly practices</li> <li>▪ Financial support for sustainable enterprises</li> <li>▪ Ban or penalties on harmful products</li> <li>▪ Hold companies accountable for their actions (Eg: Extended Producer Responsibility)</li> </ul>
<b>Investor</b>	<ul style="list-style-type: none"> <li>▪ Invest in companies that are active towards building climate-resilience and minimizing their environmental footprint</li> <li>▪ Invest for social impact</li> </ul>
<b>Producer companies/ brands</b>	<ul style="list-style-type: none"> <li>▪ Educate consumers</li> <li>▪ Share information about products and services transparently</li> <li>▪ Offer eco-friendly products and services</li> <li>▪ Report their Environmental, Social, and Governance performance</li> </ul>
<b>Educational institution/ research/ academia</b>	<ul style="list-style-type: none"> <li>▪ Offer technical support to producer companies</li> <li>▪ Foster innovation through R&amp;D in SCP</li> <li>▪ Educate students to build careers in areas related to SCP</li> <li>▪ Provide science-backed data to other stakeholders</li> <li>▪ Introduce SCP across all stages of the life cycle of products and services, i.e., design, manufacture, transport, end-of-life, etc.</li> <li>▪ Build capacities of other stakeholders</li> </ul>



## 8.Role of gender in SCP

Gender differences play an important role in making sustainable consumption choices. Men and women respond to the necessities differently, based on their sense of social, political, and environmental awareness. Economic status affects consumption patterns, and inequality in income between men and women also impacts their decision making towards SCP<sup>15</sup>.

Research shows that women are naturally more inclined towards sustainable consumption patterns in comparison to men<sup>16</sup>. In most houses, women manage household purchases like personal care product, home care products, groceries etc, and tend to make conscious choices as compared to men, for the collective wellbeing of their family. Women are involved in buying for others as well as themselves, thus steer the overall consumption patterns of a household.

Women are likely to recycle, buy organic food and eco-labeled products and opt for public transport. Research suggests, more women than men avoid using paper towels, turn off lights in rooms that are not being used, and adjust the air conditioning to moderate temperatures for efficient cooling. Women tend to prefer more flexible modes of transport, such as taxi, but at the same time, public transport modes are more appealing to them than to men as they are involved in complicated travel patterns. Women would be attracted more than men to shared mobility if factors like safety and efficiency of these modes are assured. A higher percentage of women make environmentally conscious selections of daily goods, i.e., they refrain from buying drinks in non-returnable bottles, use products in refill containers, use recyclable materials from notebooks, use toilet paper made from recyclable materials, buy organically grown food, use natural products instead of synthetic products and refrain from buying plastic products<sup>17</sup>.

Women were seen to be more responsive towards sustainable waste management solutions. They consider sorting recyclables and bio-waste as part of their household waste disposal ritual; men, on the other hand, seem to not be very engaged in recycling and reusing. Surveys have shown differences in energy consumption behavior: men are more likely to take special measures to buy renewable energy from their electricity provider, while women – depending on the country and the distribution of household tasks – are more likely to engage in energy-saving activities such as turning off lights, energy metering and shifting to renewable energy<sup>18</sup>.

Men have adopted sustainable alternatives in areas related to technology, mobility, renewable energy and transport more easily than women in some countries<sup>19</sup>. They place a higher value on energy-efficient technology and transport. Many enterprises that offer technology-based solutions for waste management have been founded and run by men, which run of applications of digital technology like IOT (Internet of Things), Machine Learning, Artificial Intelligence etc. Interventions that observed active participation of women in areas like agriculture, water and sanitation were likely to succeed. Overall, it was observed that women have greater willingness to express concern about the environment and engage in SCP behaviors as compared to men.

Based on the varied levels of involvement in SCP, role of men and women were studied in the key areas as depicted in **Figure 3**:

- Zero-waste homes
- Mobility
- Tourism
- Waste Management
- Agriculture
- Water and Sanitation

<sup>15</sup> <https://www.adb.org/sites/default/files/publication/665706/eawp-032-gender-sustainable-consumption-production-prc.pdf>

<sup>16</sup> [https://www.researchgate.net/publication/338794970\\_Sustainability\\_and\\_Consumption\\_What's\\_Gender\\_Got\\_to\\_Do\\_with\\_It](https://www.researchgate.net/publication/338794970_Sustainability_and_Consumption_What's_Gender_Got_to_Do_with_It)

<sup>17</sup> <http://minuhemmati.net/wp-content/uploads/GroverHemmatiFlenley-1999-GenderConsumption.pdf>

<sup>18</sup> <https://www.oecd-ilibrary.org/sites/7ff96708-en/index.html?itemId=/content/component/7ff96708-en>

<sup>19</sup> [https://ramboll.com/-/media/files/rgr/documents/markets/transport/g/gender-and-mobility\\_report.pdf](https://ramboll.com/-/media/files/rgr/documents/markets/transport/g/gender-and-mobility_report.pdf)



**Figure 3:** Area identified for studying the role of gender in SCP

## 8.1 Zero waste homes

A zero-waste home is one in which little or no waste is sent to the landfill. This can be done through:

- Minimizing/reducing the consumption of products
- Buying recycled, biodegradable, recyclable products
- Buying products with sustainable packaging (e.g.: refillable packaging)
- Extending the life of products through repair, refurbish, and reuse
- Recycling non-biodegradable or inorganic products (e.g. textiles, e-waste, plastic, etc.) by sending them to respective waste management vendors
- Composting organic waste

Globally, women take up major roles in running the household errands as compared to men, as a result, women tend to make more purchasing decisions for their homes. In European Union, employed women are more likely to do regular housework compared to employed men. Data suggests, about 91% of women with children spend at least an hour per day on housework, compared with 30% of men with children<sup>20</sup>. To ensure no waste is sent to the landfill from the house, sustainable consumption choices can be made in the following areas:

1. Personal Care
2. Home Care
3. Fashion
4. Waste Management



**Table 3:** Examples of products and services that can be used for running zero-waste



### Areas

Personal care

### Examples

Use the following:

- Bamboo Toothbrushes
- Recycled tissue paper
- Natural soap bars with paper packaging
- Neem comb
- Bamboo earbuds
- Plant-based bathing sponge

### Areas

Home care

### Examples

Use the following:

- Reusable shopping bags
- Eco-friendly cleaning products
- Stainless steel straws
- Bamboo dishcloth and kitchen wipes
- Coconut coir fiber dish scrubber
- Organic cotton food wrap



### Areas

Fashion

### Examples

- Buy less and buy better
- Shop from thrift shopping
- Rent second hand clothes
- Choose sustainable brands Ex : B-Label, E.L.V Denim
- Donate old clothes to NGOs and organizations that offer recycling services
- Buy clothes made of ethically sourced fabrics and organic fabrics



### Areas

Waste Management

### Examples

- Segregate waste for efficient recycling
- Compost biodegradable waste
- Set up waste to energy plants, Ex: Biogas
- Single-use plastics should be avoided
- Donate recyclable products Ex: clothes, toys, batteries, electronic gadgets, footwear.

It was observed that women show more inclination towards opting for sustainable products and services for their homes. However, both men and women were found to run enterprises, that offer green products

and services that contributes to the goal of 'zero-waste' to landfills from homes. Examples of some enterprises developing and offering products and solutions have been enlisted below.



## 8.1.1 Personal Care

Green personal care products are generally made using natural, plant-based, chemical-free, local ingredients. Plastic packaging is replaced with compostable, biodegradable, or reusable packaging. Both men and

women are leading their way in offering green products and service. **Table 4** summarizes case studies on enterprises that offer personal care products.

**Table 4:** Green personal care products for running zero-waste homes

### Bare Necessities



**Figure 4:** Products of Bare Necessities

- **Country:** India
- **Category:** Personal Care
- **Description:** Bare Necessities was founded by Sahar Mansoor in 2016, who has been leading a zero-waste lifestyle herself for a couple of years. She found it was difficult to source personal care products that were free from chemicals and plastic packaging. Bare Necessities offers a variety of personal care products like soaps, shampoo, dental care products etc. They offer educational workshops and sustainability consulting services to individuals and corporates adopt sustainable lifestyle.
- **Website:** <https://bare necessities.in/>

### Cheww



**Figure 5:** Toothpaste tablets

- **Country:** Thailand
- **Category:** Green Product
- **Description:** Cheww was found by Kevalin "Liu" Saksiamkul, a Bangkok-based female designer. It is one of Thailand's first plastic-free toothpaste tablet brand that offers sustainable alternatives to non-recyclable plastic tubes for toothpaste. The toothpaste tabs from Cheww come in sleek, refillable glass containers and are made with all-natural, locally, and ethically sourced ingredients.
- **Website:** <https://www.cheww.co/>

### Sioris



**Figure 6:** Sioris product

- **Country:** South Korea
- **Category:** Personal Care
- **Description:** Sioris, meaning simple and original has been founded by Isaac Han, to promote 'clean beauty'. It is made from naturally sourced ingredients local organic farms and packaged in recyclable plastic.
- **Website:** <https://en.sioris.co.kr/>

## 8.1.2 Home care products

Women are observed to make more sustainable choices for buying sustainable home care products. These include products that are available in refillable packaging,

and those constituting natural ingredients. **Table 5** summarizes case studies on enterprises that offer home care products.

**Table 5:** Case studies on sustainable home care products

### Raecare



**Figure 7:**Raecare cleaning products

- **Country:** Malaysia
- **Category:** Home Care
- **Description:** Raecare's founder worked hard to keep the house as clean as possible because her kids were allergy-prone. She realized the presence of harsh, petroleum-based ingredients and synthetic fragrances in many cleaning products. Raecare uses plant-based ingredients that are non-toxic, biodegradable, and beautifully scented with essential oils. Products are free of harsh chemicals such as sulfates, parabens, or toxic chemicals, and have lower impacts on the environment. With these products, they are aiming for a cleaner, greener planet<sup>21</sup>.

### AmplePac



**Figure 8:**AmplePac Products

- **Country:** India
- **Category:** Home care
- **Description:** AmplePac was founded by Arpita Kalanuria that is helping companies switch from waste producing systems, to metal based reusable packaging and systems in various sectors like FMCG, Bottled Water, Dairy industry, Supermarkets etc. The brand offers packaging-as-a-service and works on a circular economy model. Blockchain is used to track their packaging products in various stages of supply chain and help companies comply with Extended Producer Responsibility. Their products undergo 50+ use cycles.

<sup>21</sup> <https://raecare.com/pages/about>





### 8.1.3 Waste management

Waste in houses can be of the following types:

1. Biodegradable: Wet waste from kitchen that includes vegetable, fruit peels, discarded food etc. This waste can be composted.
2. Non-biodegradable: Includes plastic, metal, glass, textiles, footwear, e-waste that can be collected and recycled by sending to respective recycling vendors

There are some types of materials that are difficult to recycle and should be avoided. Ex: Multi-layered packaging used for packaging of groceries, Single use plastic etc.

Women are more inclined towards sustainable management of waste at household level. This includes sorting of wet and dry waste, composting wet waste, extending the life of old apparels by reusing, re-stitching, and

donating non-biodegradable waste to recycling vendors.

On the other hand, men are seen to possess skills to repair and refurbish products (like electronic gadgets), plumbing fixups, carpentry and electrical works.

Repair and refurbishing have been an important part of South Asian culture and was practiced actively before the advent of consumerism and throw-away culture.

To minimize packaging waste, women buy groceries in bulk from traditional stores that offer package-free products, compost wet waste from the kitchen and practice donate discarded plastic, metal and glass items to local scrap dealers. Case studies on sustainable waste management practices are enlisted in **Table 6**.

**Table 6:** Case studies on sustainable waste management

#### Live Zero



**Figure 9:** Live Zero

- **Country :** Hong Kong
- **Category:** Kitchen
- **Description:** Live Zero is Hong Kong's [first 100% zero-waste, packaging-free bulk grocery store.](https://livezero.hk/) The store is split into two sections- Bulk Foods and Bulk Beauty. Live Zero provide a wide range of natural and organic brands. From pantry staples like oats, flour, legumes, herbs & spices, to household, personal hygiene products like hair wash, body wash, laundry and multipurpose cleaning. Live zero can make green lifestyle convenient<sup>22</sup>.
- **Website:** <https://livezero.hk/>

#### Vani Murthy



**Figure 10:** Vani Murthy

- **Country:** India
- **Category:** Kitchen
- **Description:** Vani Murthy is the pioneer of home composting, terrace gardening and bio-cleaners in India. Also known as 'worm-rani', she has inspired many people to take up home composting and terrace farming. What started as a small initiative to help her community through waste management led to country wide movement of promoting a zero-waste lifestyle. She conducts multiple workshops and events to educate students as adults on composting practices. Social media channels like Instagram and Facebook are used for disseminating knowledge.

### 8.1.4 Fashion

One in six individuals who are employed in the fashion industry, and 80 percent of garment workers are female. On the consumer side, millennial women spend 226 percent more on clothing per year than their male counterparts<sup>23</sup>. Women are found to be more active consumers than men in the fashion industry. Women have also shown keen interest in making the supply chain in fashion industry more circular. Women in developing nations

extend the life of clothes and fabric by repairing/re-stitching and re-using them. Women entrepreneurs in the fashion industry understand the plight of 'Fast Fashion' and run enterprises that ensure responsible consumption of textiles and apparels as well as extend their life through recycling. **Table 7** enlists examples of women-led enterprises that help people minimize textile waste coming from their households.

**Table 7:** Case studies of women led enterprises based on minimizing textile waste

#### Exchange Room



**Figure 11:** Exchange Room

- **Country:** India
- **Category:** Fashion
- **Description:** Exchange Room is an initiative of eco-friendly wardrobe swapping that was started by two female entrepreneurs- Sai Sangeet Paliwal and Prithvi Rao. Their exhibitions can be attended either as swapper or shoppers. The former can swap their clothes, footwear and accessories with the new ones from the exhibition and the latter can simply buy them. Exchange Room is an example of how a 'Shared Economy' can promote Circularity in the Fashion industry.

#### Dwij



**Figure 12:** Upcycled bag by Dwij

- **Country:** India
- **Category:** Fashion
- **Description:** The word 'Dwij' refers to second life. Dwij, founded by Soumya Kalluri, is an initiative to extend the lifecycle of garments that ends up in landfill and strives to be a zero-waste ethical brand. Dwij upcycles post-consumer jeans and post-industrial fabrics to make upcycled bags. Discarded jeans undergo sorting, washing, customized cutting before they are upcycled into bags of various shapes and sizes.
- **Website:** <https://www.dwijproducts.com/>

<sup>23</sup> <https://www.fairtradecertified.org/news/fashion-is-a-womens-issue>



### Esse



Figure 13:Esse products

- **Country:** Singapore
- **Category:** Fashion
- **Description:** Alicia Tsi the founder built her brand by keeping timelessness in mind. She made the clothes to last and not deteriorate. Esse uses plant-based fabrics made of renewable fibers, which means most of the clothing produced are compostable. More than 90% of the garments use natural shell buttons. Esse uses plastic-free packaging made from recycled paper and has started a pilot with Package Pals to collect mailer envelopes for reuse<sup>24,25</sup>.
- **Website:** <https://www.essethelabel.com/>

## 8.2 Mobility

The historical, cultural and commercial definition of the roles of women and men influence their preference about mode of transport. From a survey conducted in 7 countries of the world that include (Finland, Norway, Sweden, Denmark, Germany, Singapore, India), men and women were found to show different behaviors and preferences on their choice of mode of transport.<sup>26</sup> The survey concluded the following relationship between gender and sustainable mode of transport:

- Women prefer to walk more than men
- Women use public transport more than men
- Women only cycle if the cycling infrastructure is safe
- Men drive more, women are passengers
- Men use new mobility services more than women
- Men to a greater extent than women commute individually from A to B
- Women fear harassment and assault more than men and it influences their

mobility choices; they tend to avoid carpooling services

- Men were found to adapt to new mobility services like e-vehicles and e-scooters more than women.
- India and Singapore are leading the way in utilizing services like carpooling and ridesharing. In India, the usage of carsharing between men and women was found to be equal.
- Men are more inclined towards booking e-vehicle using digital technology than women

It was observed that globally, 20% more women than men associated 'carpooling' with sustainable mode of transport.<sup>20</sup> However, factors like price, safety, accessibility, comfort and hygiene play in promoting carpooling services amongst men and women. **Table 8** contains case study on how some companies are adopting new strategies to promote carpooling services amongst women.

<sup>23</sup> <https://www.mochimag.com/arts-culture/fashion/sustainable-fashion/>

<sup>24</sup> <https://ecocult.com/14-sustainable-ethical-asian-owned-fashion-brands/>

<sup>25</sup> [https://ramboll.com/-/media/files/rgr/documents/markets/transport/g/gender-and-mobility\\_report.pdf](https://ramboll.com/-/media/files/rgr/documents/markets/transport/g/gender-and-mobility_report.pdf)



**Table 8:** Case study on sustainable mobility

## MOL Limo



**Figure 14:** MOL Limo

- **Country:** Hungary
- **Category:** Mobility
- **Description:** MOL Limo is one of the leading car-sharing companies in Hungary. However, they wanted to tackle the gender disparity of its users as approximately 65-75% of its users were men. With the help of BeHive, a Hungary-based startup, they worked on solutions to fill the gender gap. They could attract more female users by displaying the positive social and environmental impact of the trips on the service page along with prices and riding options. Communicating the safety and providing cars with more seats for children further improved the response from female users. To reduce the fear of initial trial they proposed to assign an individual to help women to overcome those doubts. They provided pre-purchase options rather than pay-per-minute options to encourage price-sensitive customers<sup>27</sup>. This helped in increasing women's adoption of car sharing.

Designing policies to address the gender differentiated preferences may go a long way in enhancing the sustainability of mobility services. For example, public transport system is one area where a better balance could be struck. Private vehicles remain a heavily

consumed good that makes significant contributions to emissions. With women being more reliant on public transport, investment in energy efficient modes could therefore yield large benefits for the environment and for women.

## 8.3 Tourism

Ecotourism is a form of tourism that places significant emphasis on conservation of environment, traditional knowledge, culture, heritage, and empowerment of local communities. Many women entrepreneurs have founded ecotourism

enterprises that promise environmental restoration, livelihood opportunities and upliftment of women in those areas. **Table 9** presents an example of a women-led ecotourism enterprise.

<sup>27</sup> <https://insidebe.com/articles/car-sharing-among-women/>



**Table 9:** Case study on ecotourism

#### Spiti Ecosphere



**Figure 15:** Spiti Ecosphere

- **Country:** India
- **Category:** Ecotourism
- **Description:** Founded in 2000 by Ishita Khanna, Spiti Ecosphere is a social enterprise committed to the development of people, place and resources in Spiti Valley through sustainable tourism. They run homestays where tourists can stay with local communities and experience local food, art and culture. They have undertaken projects on electrification of remote villages using solar energy, run campaigns on prevention of plastic pollution, and promote traditional food and craft.
- **Website:** <http://www.spitiecosphere.com/>

## 8.4 Waste management

Waste management in developing nations is largely dealt by the informal sector comprising of both men and women. Women's participation in waste management is limited to basic jobs and starting stages of the waste value chain—sweeping of streets, collection of waste, segregation of recyclables, non-recyclables and organic waste etc. Women employed in processing and recycling factories are also engaged primarily as daily wage workers, earning half the amount of salary in comparison to men.<sup>28</sup> Very few or no women were registered as scrap dealers in countries like India.

While women tend to play an active role in the early stages of waste management value chain, men are more involved in processes at the end of the value chain—aggregators and preprocessors.<sup>29</sup>

In developing nations, many technology-based waste management enterprises are run by men that majorly employ women for unskilled tasks like collection and segregations, and employ men for skilled for physical tasks like operating heavy machineries, loading or unloading of waste etc. While women play an important role in building cleaner communities through awareness generation, collection and sorting of waste, men have led the segment of recycling using technology and digital disruption. Table summarizes case studies of the different roles played by men and women in the waste management sector.

Women are also highly represented in organizations that upcycle or down-cycle recyclables into other household artifacts, craftwork etc. **Table 10** shows the role of gender in waste management.

<sup>28</sup> <https://inbreakthrough.org/link-gender-waste-management/#:~:text=The%20Informal%20Nature%20of%20the,and%208%25%20are%20sole%20earners.>

<sup>29</sup> <https://oceanconservancy.org/wp-content/uploads/2019/06/The-Role-of-Gender-in-Waste-Management.pdf>

**Table 10:** Case study on the role of gender in waste management

### Junk Shops



**Figure 16:** Women Workers at Junk Shops

- **Country:** Indonesia
- **Category:** Waste Management
- **Description:** The junk shops are resolving the issues around mobility and strength, they are often owned and operated by women who perform the administrative tasks of buying, selling and recordkeeping as well sorting and separating of some types of materials. With respect to waste banks, a popular concept in Indonesia, many are women-owned and operated, possibly due to many of the clients tending to be women/housewives who collect and sell household recyclables for in-kind or cash benefits<sup>30</sup>.

### Stree Mukti Sanghatana



**Figure 17:** Women of Stree Mukti Sanghatana

- **Country:** India
- **Category:** Waste Management
- **Description:** Stree Mukti Sanghatana is a non-governmental organization founded in 1975 working for the empowerment of women, chiefly by creating awareness in the society about women's issues and improving the lives of women through education, healthcare, and gender equality. The NGO has helped thousands of women improve their lives and escape poverty by generating employment opportunities in the sector of waste management. Parisar Vikas, one of the NGO's key programmes, aims to recycle waste and create zero-waste cities. It works closely with self-employed women waste pickers who have been empowered to resist exploitation. Besides training these women in composting, bio-methanation, micro-saving, and leadership skills, the NGO has also helped many women find alternative employment.
- **Website:** <https://streemuktisanghatana.org/>

<sup>30</sup> <https://oceanconservancy.org/wp-content/uploads/2019/06/The-Role-of-Gender-in-Waste-Management.pdf>



### Banyan Nation



## Banyan Nation

Figure 18: Logo of Banyan Nation

- **Country:** India
- **Category:** Waste Management
- **Description:** Banyan Nation was founded by Mr. Mani Vajipey and Mr. Raj Madangopal, in 2013. The enterprise offers plastic cleaning and recycling technology to convert discarded plastic into high quality granules that can be used as raw material for designing plastic products. They use data intelligence like mobile, cloud and IoT to integrate the informal sector and providing consistent quality recycling. They are striving to formalize the informal sector in India.
- **Website:** <https://banyannation.com/>

### Repair Cafe



Figure 19: Repair Cafe

- **Country:** India
- **Category:** Waste Management
- **Description:** Repair cafes are community driven cafes that regularly organize local meetups where local residents are encouraged to fix their broken belongings and exchange skills over a cup of coffee. Repair Café is the brainchild of Ms. Martine Postma, who started the first repair café in Netherlands in 2007. There are over a thousand Repair Cafés across the world. The Bengaluru Repair Café was started by two women who believe in sustainable living – Antara Mukherji and Purna Sarkar. They even work for hosting workshops, getting expert volunteers and raising funds to take Repair Café. A minimal registration fee of Rs 50 is charged, for which you can get one item fixed and sometimes volunteers even repair items without charging. If you have more items in need of fixing, a nominal fee is charged based on indicative prices that are pre-fixed<sup>31</sup>.
- **Website:** <https://www.repaircafe.org/en/>



## 8.5 Agriculture

Women, especially in developing nations play an important role in the management and use of biological resources. Their key role as food providers and food producers links them directly to the management of genetic resources for food and agriculture. This equips them with unique knowledge about local species and ecosystems passed down through generations.<sup>32</sup>

Women's specialized knowledge of the value and diverse use of domesticated crop species and varieties extends to wild plants that are used as food in times of need

(leaves, fruits, berries, nuts, seeds, edible roots and tubers) or as medicines and sources of income.<sup>33</sup> This has important implications for the conservation of plant genetic resources. Women have played an active role in conservation of native seeds, indigenous practices and have been the early adopter of sustainable farming practices in regions where they were actively involved in agriculture.

**Table 11** describes the case studies involving women in sustainable agriculture.

**Table 11:** *Case studies on sustainable agriculture and role of women*

### Rahibai Soma Popere



**Figure 20:** *Rahibai Soma Popere*

- **Country:** India
- **Category:** Sustainable agriculture
- **Description:** Rahibai is an Indian farmer and conservationist, known for her efforts towards conservation of indigenous seed varieties. She believes that the native crop varieties are not only drought and disease resistant, but are nutritive and retain soil fertility. Apart from seed conservation, she actively works in the promotion of organic farming, agro-biodiversity, and wild food resources. A self-help group (SHG) named has been formed and led by her to promote native seed conservation practices. Rahibai now trains farmers and students on seed selection, techniques to improve soil fertility, and pest management. She has even started a seed bank with the condition that the farmers return twice the quantity of seeds they borrowed. She continues her efforts to encourage and build kitchen gardens in 25000 households.

<sup>32</sup> <https://www.fao.org/3/x0171e/x0171e03.htm>

<sup>33</sup> <https://www.fao.org/3/x0171e/x0171e03.htm>



## Role of Gender

in Sustainable Consumption and Production (SCP)

### Navdanya



Figure 21: Dr. Vandana Shiva

- **Country:** India
- **Category:** Sustainable Agriculture
- **Description:** Founded by Dr. Vandana Shiva, Navdanya's works towards protecting biodiversity, defending farmers' rights, and promote organic farming and sustainability. The organisation lays emphasis on the intricate relationship between ecology and women through the concept of 'Eco-feminism'. Women, in rural India play an active role as custodians of biodiversity, ensure food security, preserve and process food, and conservers cultural diversity of food traditions. Navdanya focuses on improving the well-being of small and marginalized rural producers through non-violent biodiverse organic farming and fair trade through an active involvement of women.

### Sugan Dawar



Figure 22: Sugan Dawar

- **Country:** India
- **Category:** Sustainable Farming
- **Description:** Sugan is a local farmer from Nimar Valley, a dryland region dependent solely on rainfed agriculture. Sugan joined a Watershed Development Programme in 2002 where she was introduced to watershed management techniques, along with different non-chemical based agricultural practices such as dry sowing, seed treatment and other seed germination practices. Slowly she began to practice pesticide free farming on her farm and developed low-cost, low-risk, and less water-intensive techniques. She continues to be one of the board members of Ram Rahim Pragati Producer Company Limited, an all-woman farmers' producer company, promoting pesticide free agriculture.

### Aranya Agriculture Alternatives



Figure 23: Activities at Aranya

- **Country:** India
- **Category:** Sustainable Agriculture
- **Description:** Aranya aims to provide alternative solutions to the present conventional and chemical agricultural practices through Permaculture, i.e., a regenerative farming technique. Their vision is to achieve ecological and sustainable agricultural livelihoods through permaculture farming practices for green globe. They work actively with women farmers in rural communities to achieve food and nutrition security. Through regenerative farming techniques and active participation of women farmers, Aranya has created sustainable farming models across India.



## 8.6 Water and Sanitation

Global water and sanitation practitioners have recognized the importance of incorporating a gender perspective in management of water resources. Women and girls are most often the primary users, providers and managers of water in their households and are the guardians of household hygiene. If a water system falls into disrepair in rural areas, women are the ones forced to travel long distances over many hours to meet their families' water needs. Common societal practices that determine men as property owners, heads of households and main decision makers in

the public sphere often result in marginalizing the views and preferences of women and girls. Yet, sector studies have shown that equal involvement of men and women is positively correlated with improved sustainability of water supplies, as well as improved transparency and governance in management.<sup>34</sup>

**Table 12** summarizes case studies that show how sustainable management of water and sanitation resources has been possible through active participation of women in various countries.

**Table 12:** Case studies on water and sanitation along with active participation of women

### Management case study - Mumbai



**Figure 24:** Mahila Milan community

- **Country:** India
- **Category:** Water and Sanitation
- **Description:** In India, the Slum Sanitation Program, part of the larger World Bank supported Mumbai Sewage Disposal Project benefited roughly 400,000 people by providing access to sustainable urban sanitation facilities within Mumbai. The program forged partnerships between the municipality, NGOs, the private sector and CBOs - the latter mainly women's groups - to implement secure public pay-and-use facilities. WSP partnered with the Society for the Promotion of Area Resources (SPARC), to champion women's participation through a women's empowerment program (Mahila Milan). WSP also facilitated horizontal learning between Mumbai and other municipalities in India and Bangladesh, to replicate this best practice urban sanitation model.<sup>35</sup>

<sup>34,35</sup> <https://www.wsp.org/sites/wsp.org/files/publications/WSP-gender-water-sanitation.pdf>



### Water and Sanitation in India and Bangladesh

- **Country:** India and Bangladesh
- **Category:** Water and Sanitation
- **Description:** In Bangladesh and India, despite huge investments across the region through subsidies, sanitation coverage grew by only 1% per year (www.esa.un.org), and some toilets constructed were put to alternative use. WSP's intervention involved advocating for a paradigm shift by engaging women's groups as agents of change, and using female 'barefoot consultants.' They played a central role in encouraging

behavior change over toilet construction by addressing collective, rather than individual, households. In Bangladesh the rate of sanitation coverage has risen 15.3% per year since 2003 and open defecation-free levels in rural areas are now close to 80%. In India, coverage is up to 44% from 20% in 2000. Three states in India report improvements in children's height and weight and nearly 6,000 local governments in India have received rewards for achieving total sanitation.

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### The Indonesia Sanitation Sector Development Program (ISSDP)



**Figure 25:** Indonesian Women discussing on water and sanitation

- **Country:** Indonesia
- **Category:** Water and Sanitation
- **Description:** The Indonesia Sanitation Sector Development Program (ISSDP) has developed an approach to promote gender and social equality in the planning, decision making and implementing of urban sanitation at city and community level. Awareness campaigns targeting the official working group on sanitation, city sub-district officials, and community groups, have ensured that women's voices are heard as part of the city sanitation strategy process. Separate sessions for women, men and mixed groups were considered to have complementary inputs. The awareness campaigns and feedback sessions changed the perspectives of participants with regard to gender and social equity, by reaching a common understanding on the complementary responsibilities of men and women when creating a safe sanitation environment. This was closely linked to dissemination of technical options and cost information, as well as hygiene promotion and education strategies.

## 9. Communication and Storytelling

The idea of “communicating sustainable production and consumption” refers to efforts to raise awareness and understanding of the negative social and environmental impacts of unsustainable production and consumption practices and policies and, to the efforts to encourage adoption of more socially and environmentally responsible practices and policies among producers, consumers, retailers, investors, regulators, and other actors within the system.<sup>36</sup>

Storytelling is a powerful tool to inspire masses to collectively act towards SCP. Both, men and women have played an active role in bringing out stories of impact through various forms of print, digital, audio and visual media

that have inspired various stakeholders to adopt SCP at various levels of the community.

Three forms of communication have been identified to influence the masses:

1. Behavior change communication (e.g., individual, interpersonal, community)
2. Advocacy communication (targeting policymakers and decision-makers)
3. Communication for social change (focus on broader structural and institutional targets)

**Table 13** shows few individuals involved in communicating about sustainability

**Table 13:** Examples of individuals involved in communication of SCP

### Sophia Li



**Figure 26:** Sophia Li

- **Country:** China
- **Category:** Journalist and Film Director
- **Description:** Sophia Li is a journalist, film director, and environmental advocate. Her focus is to make talking about issues such as the climate and racial justice more accessible and more human. Sophia was named by Harvard as one of the top climate communicators of 2022. She has created and directed conscious campaign films for brands and platforms such as Nike, Facebook, and Fendi. Recently she launched the first sustainability talk show called “All of the Above”<sup>37</sup>.
- **Website:** <https://www.sophfei.com/>

### Shivya Nath



**Figure 27:** Shivya Nath

- **Name:** Shivya Nath
- **Country:** India
- **Category:** Communication and Storytelling
- **Description:** Ms. Shivya Nath is a writer sharing stories on the importance of responsible and sustainable tourism in the development of the society, and offers detailed guide to those seeking sustainable tourism options. She also works as an ecotourism consultant for governments, businesses, non-profits and airlines.
- **Website:** <https://the-shooting-star.com/>

<sup>36</sup> [https://www.researchgate.net/publication/272787222\\_Communicating\\_Sustainable\\_Production\\_and\\_Consumption\\_Challenges\\_and\\_Strategies](https://www.researchgate.net/publication/272787222_Communicating_Sustainable_Production_and_Consumption_Challenges_and_Strategies)

<sup>37</sup> <https://www.sophfei.com/>



# 10. Gender and Leadership

Although the female presence in the workplace is growing, representation of women in economic and political leadership roles is not equivalent with that of men. Among Fortune 500 companies, women are only three percent of CEOs, six percent of top managers and 15 percent of board members. Studies by Catalyst, McKinsey and other groups indicate that firms with more women in leadership positions tend to have better performance and higher profits.<sup>38</sup>

Studies suggest that women are more driven to grow their sustainability knowledge than men and have a higher demand for sustainability-focused roles. Crucially, they also have a higher level of education within sustainability domains, which helps them get into more of these roles compared to their male counterparts. Women are at the forefront of the movement with 58% of sustainability executives in large companies being female.

Being active participants during the Chipko Movement in India to becoming enthusiastic climate activist like Vanessa Nakate and Greta Thunberg women have played and continue to play significant and critical roles as environmental defenders. Women Environmental Human Rights Defenders (WEHRDs) refers "specifically to women defenders working on human rights issues related to environmental justice, land rights and access to and control over natural

resources". Women are actively involved in defending important environmental and human rights against unsustainable development practices, but still, they are not aware of their essential role as environmental human rights defenders. But social and gender norms are still limiting their complete participation. The WEHRDs should be supported through events and platforms to share knowledge, awareness and resources<sup>39,40</sup>.

Research suggests that women have higher levels of socialization to care about others and be socially responsible, which then leads them to care about environmental problems and be willing to adopt environmental behaviors.<sup>41</sup> Women tend to be more sensitive to environmental issues than men and advocate for greater environmental responsibility. This shows a connection between female leadership and sustainability. Women are key agents for environmental protection, they possess knowledge, capabilities and effective networks to drive real solutions in the area of sustainability and resource scarcity. Even in countries where women are decision makers are seen to have lower emissions and climate footprints.

**Table 14** enlists women who are leading their way into Sustainability across the globe.

<sup>38</sup> <https://www.bu.edu/pardee/files/2010/04/UNsdp003single.pdf>

<sup>39</sup> <https://www.sei.org/perspectives/women-environmental-defenders-protect-communities/>

<sup>40</sup> [https://www.iucn.nl/app/uploads/2021/03/iucn-srjs-briefs-wehrd-gbv-en\\_01.pdf](https://www.iucn.nl/app/uploads/2021/03/iucn-srjs-briefs-wehrd-gbv-en_01.pdf)

<sup>41</sup> <https://www.theguardian.com/environment/2020/feb/06/eco-gender-gap-why-saving-planet-seen-womens-work#:~:text=%E2%80%9CResearch%20suggests%20that%20women%20have,subject%20that%20is%2C%20she%20notes%2C>

Table 14: Women Leaders in SCP

## Janice Lao



Figure 28: Janice Lao

- **Name:** Janice Lao
- **Country:** Philippines
- **Description:** Janice Lao is a developmental economist and an environmental scientist. She has been awarded internationally for her work in sustainability, including being named in Forbes Magazine as one of the world's most influential sustainability leaders, the only Asian, and one of the youngest, in the list. Lao worked at MTR, Hong Kong's transport network, where she launched the network's first green bond with major success and has also worked for many other large brands, setting the standard for carbon trading, ethically-sourced seafood, hiring minorities, and more.

## Yasmin Rasyid



Figure 29: Yasmin Rasyid

- **Name:** Yasmin Rasyid
- **Country:** Malaysia
- **Description:** Yasmin is the founder of a Malaysian environmental nonprofit EcoKnights, whose mission is to assist communities to develop sustainably and promote eco-friendly living. She is an environmentalist who has been working on sustainability, waste management, social responsibility and community development in Malaysia<sup>42</sup>.

<sup>42</sup> <https://www.greenqueen.com.hk/world-environment-day-10-women-poc-planet-activists-to-celebrate-everyday/>





# 11. Conclusion

The report highlights gender-based differences in consumption patterns in areas like household consumption, waste management, agriculture, tourism, mobility, etc. Women tend to have a smaller ecological footprint than men as their production and consumption patterns tend to be more resource-efficient, they are more likely to reuse, recycle products and they make more sustainable choices and decisions for their households and businesses. Sustainability linked choices also have the potential to contribute to poverty alleviation, the transition towards low-carbon and green economies, and foster inclusive, gender-equitable sustainable development.

There is need to mainstream gender for stronger adoption of SCP amongst both, men and women. Gender mainstreaming means integrating a gender equality perspective at all stages and levels of policies, programmes and projects. Women and men have different needs and living conditions and circumstances, including unequal access to and control over power, resources, human rights and institutions, including the justice system. The situations of women and men also differ according to country, region, age, ethnic or social origin, or other factors.

Gender mainstreaming helps to account these differences when designing, implementing and evaluating policies, programmes and projects, so that they benefit both women and men and do not increase inequality but enhance gender equality.<sup>43</sup>

Policymakers and stakeholders should design policies and mechanisms to bring a balance in the existing power relation between men and women. Key recommendations to integrate better

sustainable consumption and production patterns in an individual without gender being a barrier are:

- Policies and measures to recycle, reuse, and other practices should be followed at local community levels and engagement of both men and women should be encouraged. Adopting a gender lens is required
- Designing courses that helps girls and boys to gain livelihood skills, such as how to use limited natural resources efficiently, while learning to appreciate gender equality.
- Communication about practices and strategies should be promoted for attaining sustainable consumption patterns.
- Government and institutions should focus on developing gender-sensitive indicators as on other areas crucial to sustainable development because men and women have different choices and situations to handle.
- As responsible individuals, men and women should try opting for sustainable choices in various areas like food, homecare products, mobility, tourism, waste management, etc.
- Public transportation should be expanded and made inclusive and safe, by hiring women bus drivers
- Within the different streams of waste management in developing countries, women play a key role in the informal sector, and offering financial assistance to get projects off the ground here would help address gender inequalities in access to finance





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