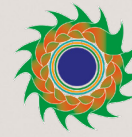


# SUSTAINABLE CONSUMPTION BUSINESS MODEL TOOLKIT



**Green-4-Future**

Greening the EntreComp Framework to Reconcile Economic  
Development and Environmental Security



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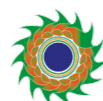
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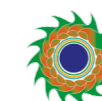
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# 1. SUSTAINABLE CONSUMPTION MODEL: INTRODUCTION

## 1. SUSTAINABLE CONSUMPTION MODEL: INTRODUCTION

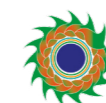
### 1.1 KEY FEATURES

Achieving environmental sustainability is often seen as the ultimate goal, and sustainable consumption is a crucial aspect of this objective. The concept of sustainable consumption involves broadening consumers' considerations beyond factors like price and quality when making purchasing decisions. Instead, sustainability in various forms, such as environmental impact, sustainable production methods, traceability, reparability, and waste reduction, is taken into account. To facilitate this, clear and easily understandable signals, such as labels, are utilised, and efforts are made to enhance awareness among consumers. Below you can see the four cornerstones of the sustainable consumer methodology from the most upstream to the most downstream.

Four cornerstones of sustainable consumer methodology, are as follows:

#### 1. TRACEABILITY - INNOVATED BY PRIVATE SECTOR UPSTREAM

Traceability is a necessity of the globalised supply chain. As raw materials are being transformed into products by traveling across all regions of the world accountability at each node of the system, such as carbon footprint, becomes a complicated mess that the EU's Digital Products Passport aims to solve (Wuppertal Institute for Climate, Environment and Energy, 2022). There are many new technologies that are enabling traceability even in the fashion industry (Doyle, 2021), with more noticeable the blockchain-based ones (Berryhill & Sellwood, 2022).



## 2. PRODUCTS ENVIRONMENT FOOTPRINT (PEF) – ADOPTED BY SUPRANATIONAL ORGANISATIONS (EU) - MIDSTREAM.

The PEF is both a methodology and a standard developed by the European Commission's Joint Research Centre (European Commission Joint Research Centre, 2012) that aims to “steer organisations to perform more reliable environmental measurements and creates a level playing field for everyone” (Product Environmental Footprint (PEF) - A complete overview, 2020). PEF is based on the Life Cycle Assessment methodology and is dependent on traceability data. The PEF methodology aims to be a one-stop shop for European Companies, ensuring products are comparable and will cut down on greenwashing and false sustainability claims of multiple standards. While it is not currently mandatory, estimates put the transitional period to end between 2024 and 2025. The EU Commission is also developing categories for products per industry. Reporting according to this methodology is only currently mandatory in the construction field (EN15804 +A1 +A2) and is in line with ISO 21930 (Quist, 2021).

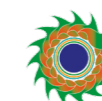
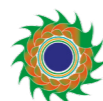
## 3. SUSTAINABILITY LABELLING – ADOPTED BY PRIVATE COMPANIES AND PROMOTED BY SUPRANATIONAL ORGANISATIONS - DOWNSTREAM

Labelling is what the consumer sees at the shops and is based on an easily understood and robust PEF methodology. Currently, Eco-design for Sustainable Products Regulation (EU) only covers 31 energy-related product groups and is estimated to have saved around 120 billion euros in energy expenditure for EU consumers (European Commission, 2022). The new proposal for a new Eco-design for Sustainable Products Regulation, published on 30th March 2022 covers a wide range of requirements, namely product durability, reusability, upgradability, and reparability and will provide consumers with condensed information about each products sustainability rating (European Commission, 2022). This is a requirement for sustainable consumers to transition to new behaviour.

## 4. ECO-ACCOUNT SYSTEM – PROMOTED BY THE NGOS AND SUPRANATIONAL ORGANISATIONS (EU) - DOWNSTREAM

Eco-accounting refers to online platforms or awareness campaigns that remind consumers of their environmental impact and encourage them to shift consumer behaviour. It is used to nudge (Bloomberg Cities Network, 2019) sustainable behaviour by reigniting and empowering their environmental attitudes. Examples of it calculate “...eco-credit values to incentivise the consumer's recycling activities and utilise the eco-cost values to record the consumer's footprint obtained through consumption...” (Huang, Su, Peng, & Wu, 2020).

All four of the above-presented initiatives and processes are integral to the prompt and eventual success of the sustainable consumption methodology.





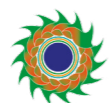
## 1.2 CHARACTERISTICS

Sustainable Consumption is an integral part of any sustainable future as a majority shift in consumer behaviour is endgame for a global sustainability transition. All power is ultimately derived from people's decisions and as such a shift in consumer attitudes and, more importantly, in consumption behaviour has the potential to shift the entire paradigm of production and consumption.

Below you can find the different definitions of Sustainable Consumption:

- **Beeco:** Sustainable consumption involves adopting environmentally conscious behaviour as consumers, considering the environment when making purchasing decisions, and aiming to reduce waste generation and environmental impact by embracing sustainable values.
- **United Nations Environmental Programme (UNEP):** In developing countries, sustainable consumption focuses on efficiently utilising resources to meet human needs. In developed countries, the emphasis is on altering consumption patterns to achieve reduced overall material and energy use and lower intensity per unit of functional utility.
- **Organisation for Economic Co-operation and Development (OECD):** Consumption refers to the final consumption activities of households, while sustainability entails greater efficiency in energy and resource consumption at home, waste minimisation, and environmentally responsible purchasing habits.

A crucial characteristic of sustainable consumption is accountability. Accountability helps establish legitimacy among sustainable consumer societies and facilitates the transition from attitudes to behaviours. Another characteristic associated with accountability is visibility. Processes or policies that are invisible or disconnected from the public's awareness face challenges in resisting business lobbying, which can undermine necessary sustainable provisions and requirements.

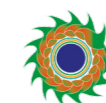


## 1.3 BENEFITS AND PITFALLS

The main advantage of Sustainable Consumption lies in its potential to fundamentally change the behaviour of a significant portion of the global population. This shift will trigger a cascade effect, leading to the widespread adoption of sustainable consumption habits. This transformation will have far-reaching effects on how companies design, produce, market, repair, and dispose of products. At a macro level, it will challenge the prevailing notion of constant GDP growth and prompt a re-evaluation of what we measure (Moss, 2019). However, there are challenges associated with this grand concept, including the complexity of the system and the limited timeframe for climate mitigation. The scale of the necessary shift will face significant resistance from industry lobbying, as it will increase bureaucratic burdens, raise costs, and potentially lower profits.

Regarding consumer acceptance of Sustainable Consumption, there is a phenomenon known as the Attitude-Behaviour Gap (Vermeir & Verbeke, 2006). This refers to the disconnect between what people claim to believe and their actual actions. Consumers may lack confidence in sustainable labels or doubt the impact of their increased involvement in addressing the impending environmental crisis. Another challenge is greenwashing, where businesses intentionally create an appearance of sustainability through insufficient measures, self-reported or voluntary data, or superficial actions solely for marketing purposes (Deloitte, 2022).

The Jevons Paradox is a well-documented effect of increased efficiency, where improvements in efficiency lead to increased consumption rather than savings (Moss, 2019). Consumers may feel entitled to consume more as a result. Additionally, there is a need for more extensive and comprehensive public awareness campaigns to inform consumers about progress in Sustainable Consumption and engage in honest discussions about potential pitfalls along the journey. Although progress is being made, initiatives like Sustainable Consumer Day and platforms that rate products based on sustainable indicators are still gaining traction worldwide (Consumers International, 2020).





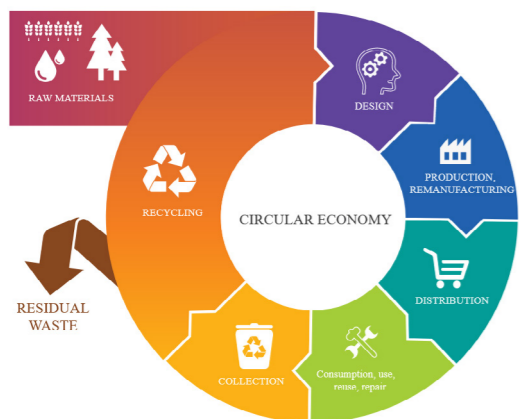
The success of the Sustainable Consumption model relies on the political will of transnational institutions to implement requirements that legitimise this type of consumption, ensuring its effectiveness and impact are recognised by sustainable consumers.



## 1.4 THE IMPORTANCE AND RELEVANCE OF THE SUSTAINABLE CONSUMPTION BUSINESS MODEL TO THE CIRCULAR ECONOMY

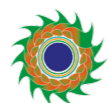
The circular economy involves a comprehensive re-evaluation and transformation of the existing socioeconomic framework, as well as the production and supply systems that underpin it.

Circular economy infographic <sup>1</sup>



In March 2020, the European Commission implemented the New Circular Economy Action Plan (CEAP) as a significant component of the

<sup>1</sup> <https://www.europarl.europa.eu/news/en/headlines/priorities/circular-economy/20151201STO05603/circular-economy-definition-importance-and-benefits>



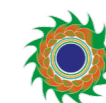
European Green Deal. The goal was to reduce the strain on natural resources, foster the creation of green jobs and growth, and achieve carbon neutrality in the EU by 2050 (European Commission, Accessed 2022).

A key element of this plan is the Sustainable Products Policy Framework, which aims to address the linear nature of production and consumption. By incentivising producers to prioritise innovation and move away from this traditional paradigm, the framework empowers consumers, encourages sustainable product design, and promotes more environmentally friendly production processes (A New Circular Economy Action Plan For a Cleaner and more Competitive Europe, 2020).

Traceability plays a crucial role in establishing a robust system of circular accountability, particularly in industries and markets that have historically lacked transparency, such as raw material extraction, pharmaceuticals, and food and beverage. By enhancing traceability, the entire system can be built on a foundation of accountability and drive positive changes (Optel Group, 2019).

This update builds upon the initial Circular Action Plan that was established in 2015; aligning it with the Green Deal and introducing various proposals that focus on efficiency, traceability, accountability, and awareness. Together, these proposals, actions, and initiatives represent the most ambitious and targeted policy objective for the circular economy globally.

Recent surveys and reports indicate that an increasing number of consumers are incorporating sustainable principles into their purchasing decisions, alongside other factors such as the Covid-19 pandemic and higher inflation. While the overall decrease in consumption cannot be solely attributed to these factors, indicators such as the preference for seasonal produce, reduced usage of single-use plastics, prioritising repairs over replacements, and choosing brands with environmentally sustainable practices highlight the growing importance of sustainability to consumers (Deloitte, 2022).



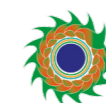
# 2. SUSTAINABLE CONSUMPTION MODEL: HOW TO GUIDE

## 2. SUSTAINABLE CONSUMPTION MODEL: HOW TO GUIDE

### INTRODUCTION

This section offers insights into attitudes and skills necessary for effectively implementing the Sustainable Consumption Model. It also addresses various organisational issues. The following areas will be discussed:

1. **Strategic Climate-focused Vision:** Creating a vision that prioritises climate action and sustainability as fundamental values within the organisation.
2. **Market Assessment:** Undertaking a comprehensive evaluation of the market to identify opportunities for establishing product and service design principles.
3. **Product and Service Design Principles:** Identifying opportunities to establish design principles that prioritise sustainability throughout the development process.
4. **Net-zero Supply Chain:** Exploring the possibility of establishing a supply chain with net-zero carbon emissions and minimising environmental impact.
5. **Innovative Business Processes and Routines:** Generating ideas for developing innovative practices and routines that align with sustainable consumption goals.
6. **Evaluation of Production, Manufacturing, and Service Operations:** Conduct assessments to evaluate current operations and identify areas for sustainability improvements.
7. **Talent Strategy-Knowledge in a Circular Economy:** Creating a talent strategy that focuses on building knowledge and skills relevant to the circular economy.





These ideas can be transformed into company-specific Key Performance Indicators (KPIs) that enhance the impact on strategic business outcomes. Additionally, these KPIs help align staff members and teams with the organisation's priorities and enable them to focus on what is essential for sustainable consumption. The Sustainable Consumption model encompasses the following elements:

- Development of a method for calculating the eco-points of products.
- Assessment of product environmental footprints (PEF).
- Implementation of a traceability solution to monitor product sustainability throughout the value chain.
- Support for end-users and stakeholders in actively implementing the circular economy through awareness-raising and knowledge-sharing activities.

## 2.1 CREATING A STRATEGIC CLIMATE-FOCUSED VISION

By adopting a future-oriented approach, which entails creating a strategic vision of Sustainable Consumption projecting several years ahead (e.g., five, eight, or ten years), organisations can clarify their desired long-term outcomes and align their strategic climate-focused vision with the business, educational objectives, values, and goals. It is beneficial to establish and design strategic focus areas around the four key innovations that the Sustainable Consumption model emphasises.

With specific regard to the Sustainable Consumption focus within a five-year plan, the business aims to:

- Clearly define the traceability architecture of its products.
- Place specific emphasis on implementing an eco-account system.
- Acknowledge and address the significance of the Products Environment Footprint.
- Ensure that the business strategy is informed by climate science.

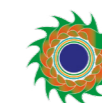
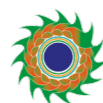
- Explore strategies for implementing effective sustainability labelling.
- Identify approaches to make the strategy accessible and scalable.

By addressing these aspects within their strategic plan, organisations can proactively work towards achieving sustainable consumption objectives and aligning their practices with long-term sustainability goals.

## 2.2 UNDERTAKING A MARKET ASSESSMENT

Consumer research is an extensive process that involves understanding how and why individuals make decisions regarding specific products. Conducting market research entails considering key elements that define a successful long-term market strategy.

In the section “Benefits and pitfalls,” it was highlighted that researchers have identified a gap between what consumers claim to believe and their actual actions, known as the Attitude-Behaviour Gap Phenomenon (Vermeir & Verbeke, 2006). This gap may arise due to consumers lacking confidence in sustainable labels or questioning the impact of their own involvement in addressing pressing environmental issues.





To address the issue of consumer confidence in sustainable labels, a relevant market assessment can be undertaken, focusing on the following aspects:

1. Management problem: Establishing the legitimisation of Sustainable Consumption in the eyes of consumers.
2. Research objectives: Understanding the lack of consumer confidence in sustainable labels.
3. Research methodology:
  - a. Information problem-specific needs: Identifying the causes of disconnections between professed beliefs and actions.
  - b. Target population: The specific consumer group for the product.
  - c. Sampling technique and sample size: Ensuring adequate representation by surveying 400 consumers from diverse industries and socio-economic backgrounds across the country.
  - d. Variables or attributes to be studied: Assessing consumer attitudes towards variables such as Traceability, Products Environment Footprint, and Sustainability labelling.
  - e. Data collection: Conducting surveys through local associates.
  - f. Data analysis: Performing statistical analysis on the collected data.

The data collection phase will be followed by:

1. Analysis and interpretation of the data.
2. Presentation of findings to business staff to facilitate necessary changes for improving the product's Sustainable Consumption, including:

- c. Technical report
- d. Popular report

By conducting this market assessment and sharing the findings with the business staff, appropriate measures can be implemented to enhance the product's Sustainable Consumption practices.

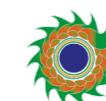
## 2.3 ESTABLISHING CORE PRODUCT AND SERVICE DESIGN PRINCIPLES

The insights gained from the market assessment regarding Sustainable Consumption can offer valuable guidance for making essential modifications to the fundamental principles of product and service design. By carefully planning and implementing these changes, the aim is to meet the needs of all service users. As a result, the design of Sustainability labelling will align with the requirements of all stakeholders involved. The establishment of product and service design principles should be a collaborative effort involving all actors participating in the service or production process.

## 2.4 ACHIEVING A NET-ZERO SUPPLY CHAIN

Through the analysis of gaps and the derivation of appropriate measures, the company can effectively optimise its eco-account system and traceability system from a sustainability standpoint. This involves adapting internal structures and processes and evaluating sustainability performance to ensure the successful integration of these systems into the company's culture.

A crucial aspect of this optimisation is the establishment of transparent processes. Transparency plays a vital role for companies as it allows them to communicate their commitment to sustainability and provide clear information about their sustainability initiatives and practices.



## 2.5 BUILDING NEW BUSINESS PROCESSES AND ROUTINES

Engaging in the process of traceability is crucial for ensuring product quality and safety. The International Organisation for Standardisation (ISO) defines traceability as the ability to relate measurement results or standard values to specified references through a continuous chain of comparisons with defined uncertainties. By implementing traceability practices correctly, companies can effectively monitor their products throughout the entire production process. Understanding the current legislation related to product traceability and safety is essential, particularly for businesses involved in exporting their products. To ensure compliance and facilitate traceability, the following steps should be taken:

- Determine the necessary identifying information to be marked on the product. This may include details such as model or batch numbers, manufacturing dates, and serialisation, which involves assigning a unique identifier (UID) to each unit.
- Serialisation allows critical information to be accessed within the enterprise software, providing valuable insights into product identification, supply chain participation, location, and event or process details.
- Select the most suitable marking equipment for the production environment and product life cycle. It is advisable to register all products and logistic units using international identification standards.
- Integrate vision technology for accurate verification and grading of marks. A vision system can facilitate tracking, sorting, and identification based on factors such as part type, orientation, mark area recognition, mark grading, and defect detection.
- Include data and analytics by integrating marking equipment with enterprise software. This integration enables the collection and analysis of data related to the marking process, contributing to improved traceability and overall operational efficiency.

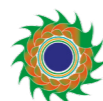
By following these steps, businesses can establish robust traceability systems that enhance product quality, safety, and compliance with regulatory requirements. Parts can be identified in a number of ways, including model or batch number, manufacturing date, etc. However, serialisation – or assigning a unique identifier (UID) to each unit – is what allows critical information to be accessible within the enterprise software. The most important data that a traceability system must include must answer general questions that provide relevant information on the identification of the product, who participates in the supply chain and participates in the process, where the location was, when and the details of the event or process involved.

1. Selection of the best marking equipment for the production environment and life cycle.
2. It is recommended that all products and logistic units be registered through international identification standards.
3. Integration of vision technology to verify accuracy and grade marks. Such a vision system enables tracking, sorting, and identifying through part type, orientation and mark area recognition, mark grading, and defect detection.
4. Inclusion of data and analytics by integrating marking equipment with enterprise software.

## 2.6 (RE)EVALUATING PRODUCTION, MANUFACTURING, OR SERVICE OPERATIONS

Assessing production based on key components of a traceability system is crucial for businesses. The following criteria outline the fundamental elements of a traceability system in the business world:

- Identification systems: Businesses must choose the appropriate encoding standard that aligns with their industrial production. This ensures that products can be uniquely identified and tracked throughout the supply chain.





- **Data capture tool:** Employing the right technology enables collaborators involved in the supply chain to input necessary data or conduct real-time quality control operations on the relevant products. This facilitates accurate and timely data collection.
- **Digital tools for data management:** Specialised software plays a crucial role in effectively managing all stored information and facilitating the sharing of relevant data with employees across the supply chain. These digital tools enhance data organisation, accessibility, and analysis.
- **Data register:** The nature of traceability information varies depending on the product type, industry sector, and user or customer requirements. It is essential to safeguard this information to maintain the integrity of the traceability system. Protecting data helps consolidate the database of all traceable events, and having backups of high-quality information enables the generation of quality reports and queries.

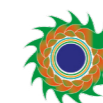
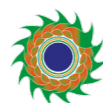
## 2.7 BUILDING YOUR TALENT STRATEGY KNOWLEDGE AND TECHNOLOGY

In the context of the Circular Economy, it is crucial to develop a foundational talent strategy that encompasses workforce planning and employee engagement. This strategy aims to address two key aspects: attracting qualified personnel and fostering the reskilling and upskilling of existing employees. By establishing a knowledge base for this talent strategy, businesses can proactively identify and mitigate skill gaps within the local and regional labour market. To effectively implement a talent strategy in support of the Circular Economy, the following steps are recommended:

- **Identify staffing needs:** Determine the specific skill sets and expertise required to drive circular economy initiatives within the organisation. This includes assessing the demand for both technical and non-technical roles.

- **Attract skilled individuals:** Implement strategies to attract qualified individuals who possess the desired skills and knowledge. This may involve targeted recruitment campaigns, partnerships with educational institutions, or collaborations with industry associations.
- **Reskilling and upskilling:** Recognise the importance of developing existing employees by providing training programs and opportunities for reskilling and upskilling. This enables them to acquire the necessary knowledge and competencies to contribute effectively to circular economy practices.
- **Assess the local labour market:** Conduct a comprehensive analysis of the local and regional labour market to identify skill gaps and potential challenges in recruiting talent. This understanding helps organisations tailor their talent strategy to address specific regional needs.

By integrating these elements into a well-rounded talent strategy, businesses can build a skilled workforce capable of driving the transition to a circular economy. This strategy should prioritise attracting and retaining talent, fostering employee engagement, and continuously assessing and addressing skill gaps to ensure long-term success.



## 2.8 ESTABLISHING PRODUCTS ENVIRONMENT FOOTPRINT

According to the EU, 2021 “Understanding Product Environmental Footprint and Organisation Environmental Footprint Methods”, the Parameters of the Circular Footprint Formula are described as:

### Material

- Proportion of recycled material entering the system (i.e. recycled content)
- The proportion of material that will be recycled in a subsequent system
- Emissions and resource use to produce virgin and recycled material
- Emissions and resource use for the recycling processes
- The quality ratio of recycled and recyclable material
- Quality of the substituted virgin material

### Energy

- Proportion of material used for energy recovery at the end of life
- Lower heating value
- The efficiency of energy recovery
- Emissions and resource use for energy recovery
- Emissions and resource use of substituted energy sources

### Disposal

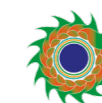
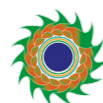
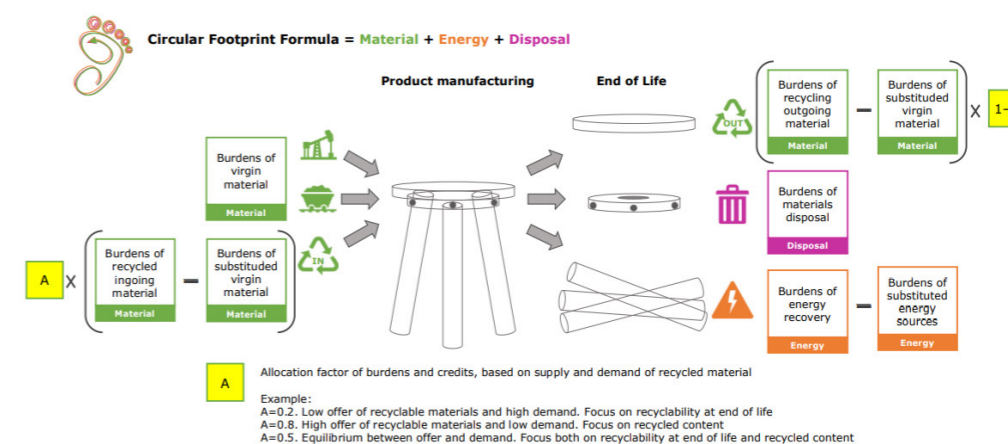
- Emissions and resource use of disposed material

The material part of the formula encompasses all stages of the value chain, where the utilisation of recycled materials replaces virgin raw materials. This includes intermediate products that undergo a comprehensive life cycle assessment, starting from resource extraction to the production process until reaching the factory gate. The primary purpose of this formula is to establish a consistent approach for allocating environmental burdens and credits to both suppliers and users of recycled materials, taking into account market dynamics. The

underlying rationale of the formula is guided by market conditions. When there is a scarcity of recyclable materials and a high demand for them, greater credits are attributed to the production of recyclable materials. Manufacturers that facilitate the recycling of materials at the end of their life cycle benefit from lower environmental burdens in this scenario. Conversely, when there is an abundance of recycled materials and a low demand for them, more credits are allocated to the users of recycled materials.

The energy aspect of the formula pertains to the quantity of material utilised for energy recovery at the end of its life cycle. In this context, credits are assigned to energy recovery activities, accounting for the avoided emissions and reduced resource consumption resulting from the substitution of traditional energy sources. The disposal part of the formula focuses on calculating the emissions and resource utilisation associated with materials that are neither recycled nor used for energy recovery. This component considers the environmental impact of the disposal process, promoting the efficient utilisation of resources and waste management practices.

By incorporating these elements into the formula, a comprehensive framework is established to assess the environmental implications of different material choices and their respective life cycles. This holistic approach allows for a more accurate evaluation of environmental burdens and facilitates informed decision-making throughout the value chain, supporting the transition to a more sustainable and circular economy.





The mandatory life cycle stages included in an EF study are the following:

- Raw material acquisition and pre-processing: e.g., extraction of resources, preprocessing of all materials (including recycled materials), agriculture, forestry, packaging production, and transportation associated with these activities.
- Manufacturing: all processes taking place from the entry to the exit gate of the production facility (e.g., chemical processing, manufacturing, assembly).
- Distribution: transport and storage of the finished product(s), including the refrigeration and warehouse activities consumptions (e.g., energy).
- Use stage: product(s) used for the defined function and lifetime, including all necessary inputs (e.g., energy, maintenance materials, coolant).
- End of life: all activities occurring from the moment the product(s) cease to perform its function and are disposed of or recycled. This includes e.g., collection and transport, dismantling, sorting, processing into recycled material, landfill, and incineration.

## CONCLUSION

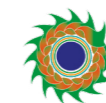
The four key innovations of the Sustainable Consumption model, namely traceability architecture, eco-account system, products environment footprint, and sustainability labelling, play a crucial role in enabling companies to embrace sustainable practices. These elements serve as essential pillars for organisations aspiring to adopt the Sustainable Consumption model



successfully. To ensure the effective implementation of the Sustainable Consumption model, it is imperative for companies to prioritise the safeguarding of these key innovations. This entails a careful selection of processes and the formulation of a transparent strategy that aligns with the principles of sustainability.

By integrating traceability architecture, companies can track and monitor their products throughout the entire production process, promoting transparency and accountability. The eco-account system allows businesses to assess and optimise their environmental impact, contributing to the overall sustainability goals. Product environmental footprint provides valuable insights into the environmental aspects of products, enabling informed decision-making and promoting eco-friendly alternatives. Sustainability labelling helps communicate the sustainability credentials of products, fostering consumer awareness and responsible choices.

By recognising the importance of these elements and incorporating them into their operations, companies can effectively navigate the Sustainable Consumption model. This strategic approach not only ensures environmental stewardship but also establishes a positive brand image, attracts eco-conscious consumers, and contributes to the overall sustainability transition. A careful selection of processes and the adoption of a transparent strategy are essential for the successful implementation of the Sustainable Consumption model. By safeguarding the key innovations of traceability architecture, eco-account systems, product environment footprint, and sustainability labelling, companies can embrace sustainability, drive positive change, and make a significant contribution to a more sustainable future.



# 3. SUSTAINABLE CONSUMPTION: MASTERCLASS SUPPORT MATERIALS

## 3. SUSTAINABLE CONSUMPTION: MASTERCLASS SUPPORT MATERIALS

The link to the Masterclass Slide Deck can be found on the Green-4-Future eLearning Platform: <https://elearning.green4future.eu/>

### 1. SUPPORT VIDEOS

#### Title of the Video

**Why is sustainability important? A tip to explain it**

#### Purpose of the Video

This video is a very good example with great tips for sustainable consumption.

#### Link to the video

<https://www.youtube.com/watch?v=EbZcQe9J-EE>

#### Reference for the Video

Video is created by Alexandre Magnin using years of experience drawing and working as a sustainability consultant with businesses and communities: <http://www.amcreative.org>





## Title of the Video

Transitions to Sustainable Consumption

## Purpose of the Video

This video provides an overview of key issues of sustainable consumption and themes explored by the Consensus research project in Ireland ([www.consensus.ie](http://www.consensus.ie)).

Consensus uses social science and collaborative research methods to explore innovative policy, technology and educational initiatives for sustainable household consumption. Funded by the Irish Environmental Protection Agency, Consensus involves researchers from Trinity College Dublin and the National University of Ireland, Galway.

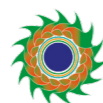
The research is particularly concerned with solutions for sustainable household consumption practices relating to food, water, energy and mobility.

## Link to the video

<https://www.youtube.com/watch?v=EdmxaUYp01I>

## Reference for the Video

<https://www.youtube.com/@consensusresearch>



## 2. CASE STUDY

### Company Name

**PATAGONIA**

### How has the company implemented the business model

Outdoor clothing company, Patagonia, is always on the top of eco-friendly company lists, and with good reason. The Ventura-based company has spent its forty-seven years in business at the cutting edge of environmentally conscious business practices. And they continue to evolve and innovate.

Patagonia proudly states they “[a]re in business to save our home planet.”

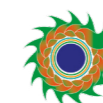
It’s easy to see that this motto is more than just for looks—being in business for the planet is deeply ingrained in who Patagonia is as a company.

Much of their raw materials are recycled or grown organically in order to reduce their environmental footprint. And they aim to be completely carbon neutral by 2025.

On top of all of that, their initiative, Patagonia Action Works, helps connect consumers with local activist groups in their community. All of this makes complete sense if you get the chance to learn more about Yvon Chouinard.

### Benefits accruing

For the last 35 years, they have pledged 1% of sales to the conservation of the natural environment. This practice led to Patagonia’s Founder, Yvon Chouinard, co-founding 1% for the Planet so other companies could make the same contribution to environmental protection. The B Corp has awarded over \$89 million to national and international grassroots and environmental groups. They even sued the president to preserve national monuments in 2017!



## Recommendations

We highly recommend Let My People Go Surfing if you want a little more background on the environmental principles behind Patagonia. If you are looking to shop more sustainably, check out some of our Patagonia favorites, the Nano Puff or Topley Jackets.

Please provide a suitable royalty-free image



## 3. GLOSSARY OF KEY TERMS

Term	Explanation	Source
Social sustainability	<p>Social sustainability aims to preserve social capital by investing and creating services that constitute the framework of our society. The concept accommodates a larger view of the world in relation to communities, cultures and globalisation. It means to preserve future generations and to acknowledge that what we do can have an impact on others and on the world.</p> <p>Social sustainability focuses on maintaining and improving social quality with concepts such as cohesion, reciprocity and honesty and the importance of relationships amongst people. It can be encouraged and supported by laws, information and shared ideas of equality and rights. Social sustainability incorporates the idea of sustainable development as defined by the United Nations sustainable development goals. The principle of sustainable development addresses social and economic improvement that protects the environment and supports equality, and therefore the economy and society and the ecological system are mutually dependent (Diesendorf, 2000).</p>	<p><a href="https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78337">https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78337</a></p>
Economic sustainability	<p>Economic sustainability aims to maintain the capital intact. If social sustainability focuses on improving social equality, economic sustainability aims to improve the standard of living. In the context of business, it refers to the efficient use of assets to maintain company profitability over time. As stated by the UK Government (Annual Report 2000, January 2001):</p> <p>“Maintaining high and stable levels of economic growth is one of the key objectives of sustainable development. Abandoning economic growth is not an option. But sustainable development is more than just economic growth. The quality of growth matters as well as the quantity.”</p>	<p><a href="https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78337">https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78337</a></p>



Environmental sustainability	<p>Environmental sustainability aims to improve human welfare through the protection of natural capital (e.g., land, air, water, minerals etc.). Initiatives and programs are defined as environmentally sustainable when they ensure that the needs of the population are met without the risk of compromising the needs of future generations. Environmental sustainability, as described by Dunphy, Benveniste, Griffiths and Sutton (2000), places emphasis on how business can achieve positive economic outcomes without doing any harm, in the short- or long-term, to the environment. According to Dunphy et al. (2000) an environmentally sustainable business seeks to integrate all four sustainability pillars, and to reach this aim each one needs to be treated equally.</p> <p>The principle of the four pillars of sustainability states that for complete sustainability problems to be solved in relation to all four pillars of sustainability and then need to be maintained. Although in some cases these may overlap, it is important to identify the specific type of green business to focus on, as the four types present unique characteristics. Businesses need to make a strategic decision about it so as to effectively incorporate the chosen approach into their policies and procedures.</p>	<p><a href="https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78337">https://www.futurelearn.com/info/courses/sustainable-business/0/steps/78337</a></p>
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## 4. USEFUL LINKS (RESOURCES, ARTICLES, ETC.)

### Title

#### Sustainable consumption

### Brief Description

Sustainable consumption defined in Oslo Symposium (1994) means “the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations.”

### Link

<https://www.sciencedirect.com/topics/economics-econometrics-and-finance/sustainable-consumption>

### Title

#### Sustainable consumption and production

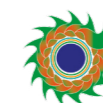
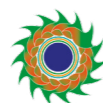
### Brief Description

Achieving sustainable patterns of consumption and production is critical if we are to overcome the triple planetary crises of climate change, biodiversity loss, pollution and waste.

This requires a fundamental transformation in our economies and societies. One that puts human wellbeing and the ability for all people to thrive as its main objective, and is underpinned by resource-efficient, low-carbon, non-polluting consumption and production patterns.

### Link

<https://www.oneplanetnetwork.org/SDG-12/sustainable-consumption-and-production>





# Green-4-Future



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