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**Key Principles of Promoting Sustainable Consumption
and the Role of Consumer Agencies**

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**KEY PRINCIPLES OF PROMOTING
SUSTAINABLE CONSUMPTION
AND
THE ROLE OF CONSUMER AGENCIES**



Key Principles

Sustainable consumption affects
us all



It needs to become and BE
everybody's business

Key Principles

It is
fundamentally
about our inter-
connectedness
as consumers
across the globe



Key Principles

Butterfly effect

the flap of a butterfly's wings in South Africa sets off a tornado in Geneva



Key Principles

Butterfly effect applied
to sustainable
consumption

Small events can have
large, widespread
consequences –
seemingly insignificant
actions can alter
circumstances and
shape destinies



Key Principles

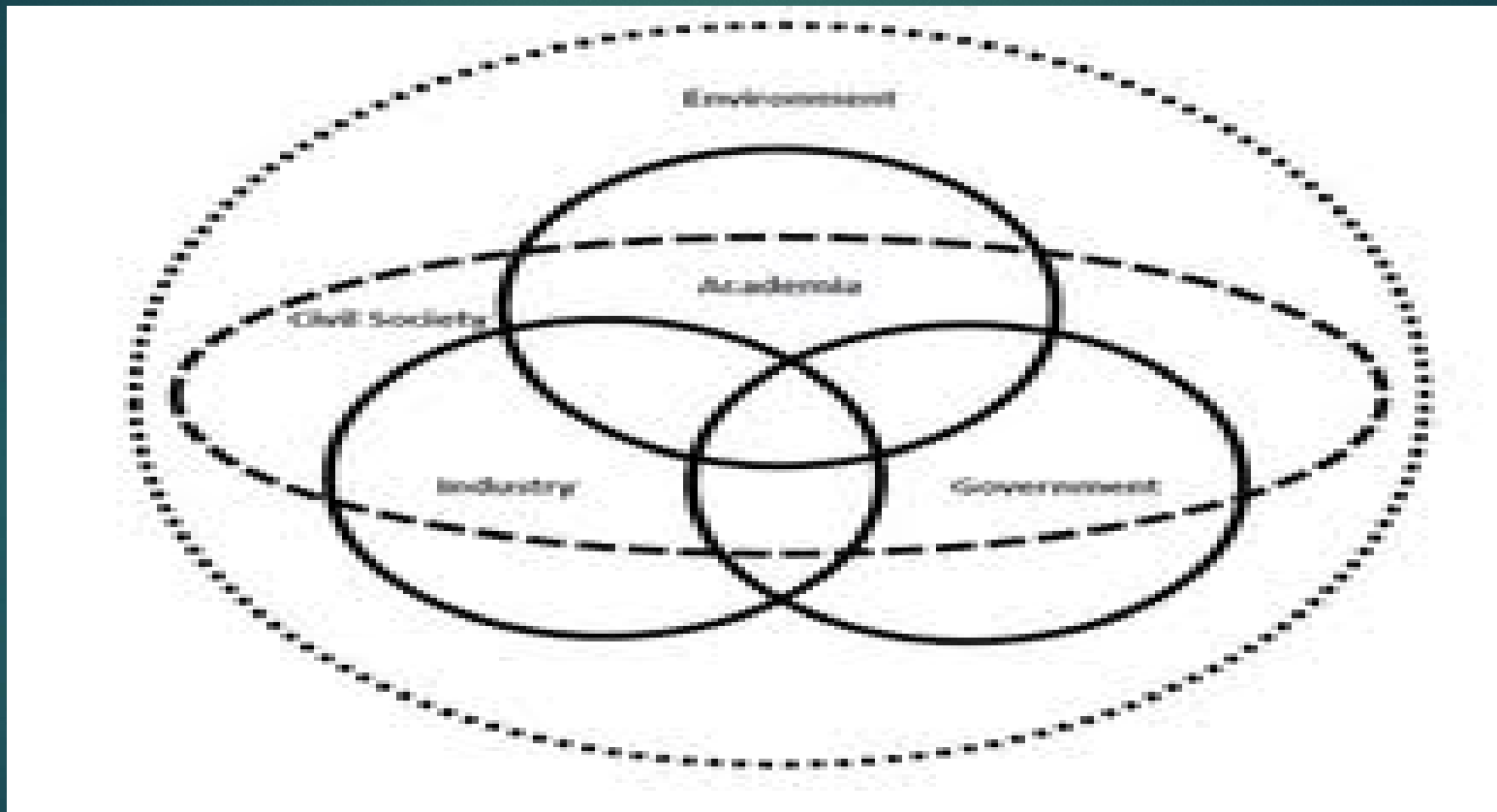
We don't have time

We need to act now and
shift the centre of gravity

We need to adopt a
future-sensitive posture
and nurture sustainably-
minded consumers



Key Principles: collective interaction



Quintuple Helix:

collective role-player interaction to drive sustainable consumption

- ▶ Academia
- ▶ Government
- ▶ Business
- ▶ Civil society
- ▶ Environment
- ▶ Research & thinking
- ▶ Policy & institutional arrangements for provision of services
- ▶ Products & services to consumers
- ▶ Agency & mobilization
- ▶ Sustainability

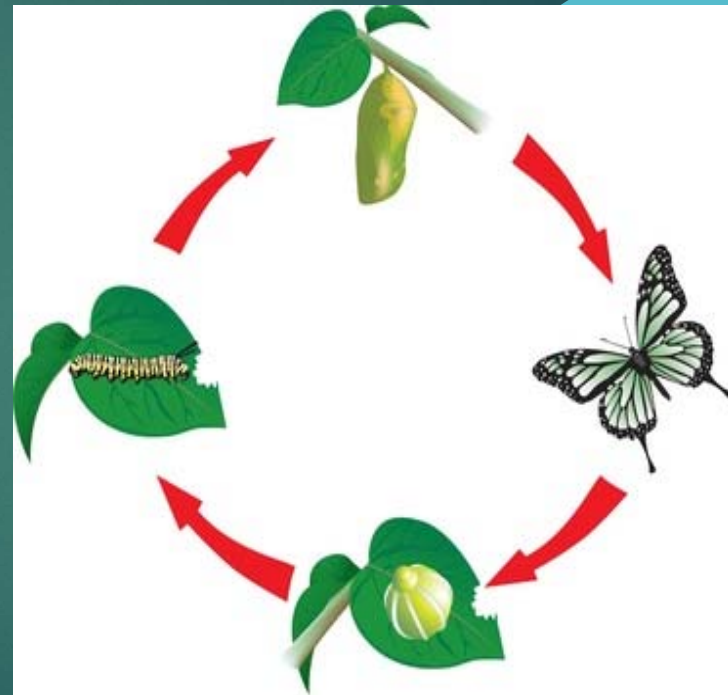
Key Principles: transition from outputs to impacts

FULL product life-cycle

Inclusive of both sustainable production and sustainable consumption

Consider sustainability at every phase

raw material sourcing-
design-usage-disposal



Considerations: developing and developed countries

[un]sustainable consumption by choice?

[un]sustainable consumption by circumstance?



Contextual complexities - uneven playing fields for consumers



Formal and informal markets – impact on consumer rights: choice; product information; disclosure



Paradigms of sustainability



Roles of Consumer Protection Agencies

Develop & introduce specific sustainable consumption policy provisions

Expanded definitions for unsustainable consumption practices

Extend definition of product safety to sustainable production

Set minimum standards on sustainability for sector self-regulation

Consumer education, agency and advocacy for the incorporation of sustainability in consumer policy





New definitions?

Product safety

Hazardous products

Prohibited conduct

Unconsonable conduct

Consumer health





In closing



**Sustainable production &
sustainable consumption
offer new opportunities for
global solidarities**

"We can change the world and make it a better place. It is in your hands to make a difference."

-Nelson Mandela
(1918-2013)

