

Ad Hoc Expert Meeting Competition, Consumer Protection and Sustainability

Wednesday, 28 September 2022

Room XIX, Palais des Nations, Geneva

CONSUMER PROTECTION AND SUSTAINABILITY

Presented by:

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SERNAC, Chile

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CONSUMER PROTECTION AND SUSTAINABILITY

**Ad hoc Expert Meeting on Competition,
Consumer Protection and
Sustainability**

Jean Pierre Couchot B.
National Director a.i

September, 2022



SERNAC's incorporation of sustainability into consumer public policy





60% of greenhouse gas emissions

80% of water consumption

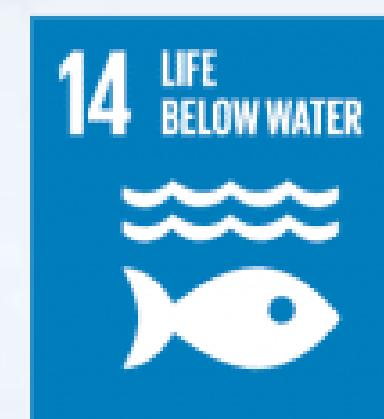
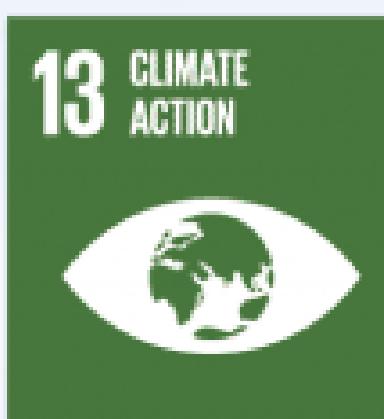
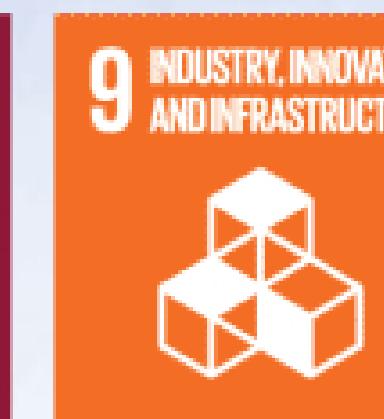
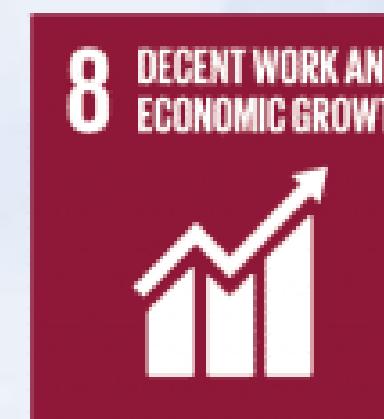
2/3 of deforestation

75% of child and forced labor in the world

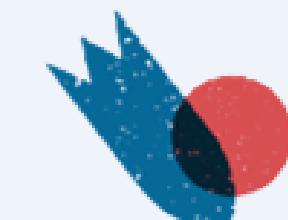
75% of local solid waste

By 2030, **3 billion people** will join the middle, increasing consumption exponentially and generating an impact that is unsustainable over time

SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE
DEVELOPMENT
GOALS





ASSOCIATIVE PROJECT

FINANCED BY



Ministerio Federal
de Medio Ambiente, Protección de la Naturaleza
y Seguridad Nuclear

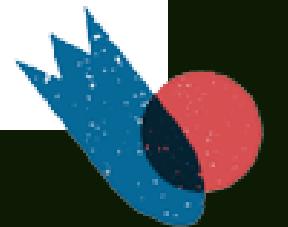
en virtud de una resolución del Parlamento
de la República Federal de Alemania

DESIGNED AND
IMPLEMENTADO BY

FCH
FUNDACIÓN CHILE

ONU 
programa para el
medio ambiente

SERNAC
Servicio Nacional del Consumidor





Platform that provides information on environmental and social attributes of products

A photograph showing a person's hands holding a white smartphone and a silver laptop. The laptop screen displays the Mi Código Verde website. The website has a white header with the logo and navigation links: Inicio, Nuestro Compromiso, Catálogo, Conoce más, Ingresa, Contacto, and Empresas. Below the header is a large image of a man and a child in a supermarket aisle. Text on the site includes "COMPARTAMOS EL MISMO CÓDIGO" and "- PRODUCTOS - SUSTENTABLES". At the bottom of the laptop screen, there is a call-to-action banner with the text "- LA PLATAFORMA QUE TE AYUDA - A ELEGIR SUSTENTABLE" and the website address "micodigoverde.cl".

- LA PLATAFORMA QUE TE AYUDA -

A ELEGIR SUSTENTABLE

micodigoverde.cl

ATTRIBUTES

Based on what consumer expect

The platform describes the specific actions that companies have in these areas based on the hot spots , where the impacts are actually generated.



Bienestar Animal



Residuos



Bienestar Social



Energía



Agua



Proveedores



Químicos



Biodiversidad

