

**Ad Hoc Expert Meeting Competition, Consumer Protection  
and Sustainability**

**Wednesday, 28 September 2022**

**Room XIX, Palais des Nations, Geneva**

CONSUMER PROTECTION and SUSTAINABILITY

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# Consumer protection and sustainability

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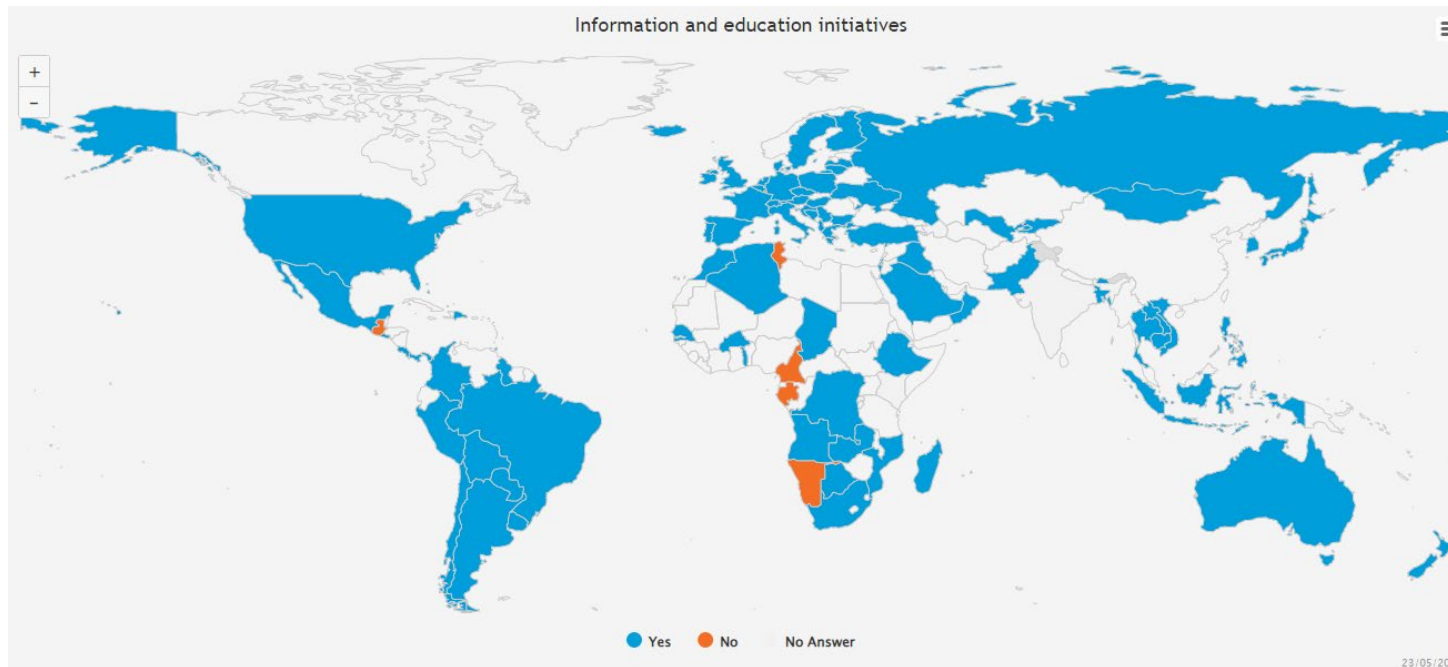
**Competition and consumer protection policies branch**

 **SUSTAINABLE DEVELOPMENT GOALS**





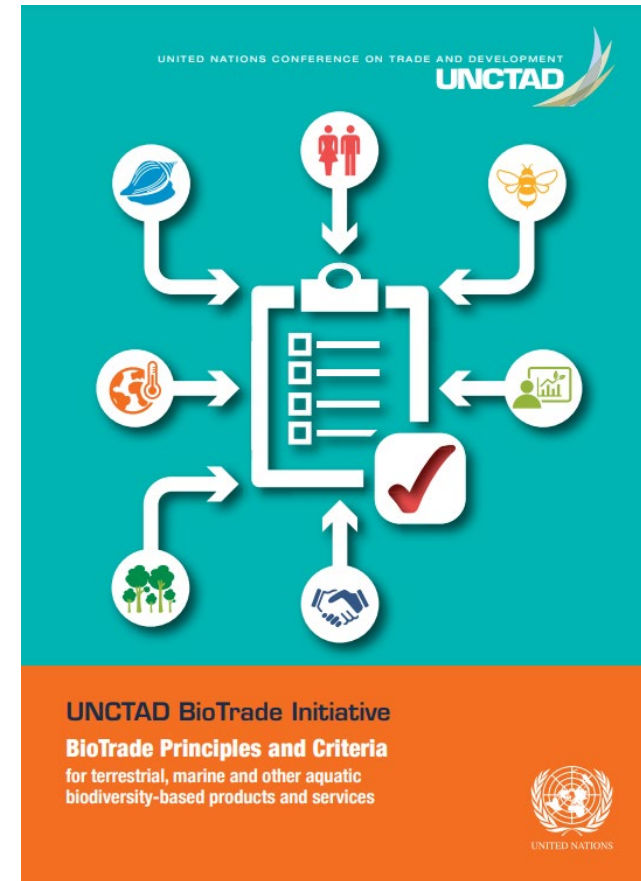
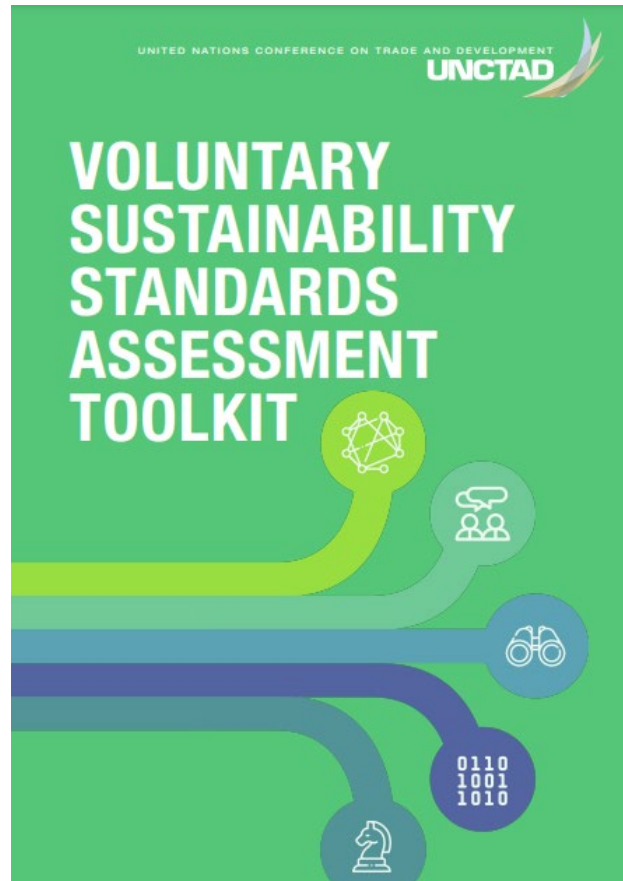
# I. Consumer education and awareness-raising



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Dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties.

UNCTAD World Consumer Protection Map, 2022

## II. Good business practices



## IV. Enforcement

- ✓ UN Guidelines, para. 50: member States, in close collaboration with manufacturers, distributors and consumer organizations, should take measures regarding misleading environmental claims or information in advertising and other marketing activities. The development of appropriate advertising codes and standards for the regulation and verification of environmental claims should be encouraged.

## IV. Takeaways

- ✓ Consumer information and education campaigns are a cornerstone to sustainability.
- ✓ Good business practices must be encouraged
- ✓ Unfair and misleading practices
- ✓ Regulation may be needed to speed up market processes
- ✓ International organizations like UNCTAD should play an active role to facilitate discussions and exchange of information to encourage sustainability initiatives in a way that protects consumers interests.



## V. Questions for discussion

- ✓ What are the challenges developing countries are facing in implementing initiatives on promoting sustainable consumption?
- ✓ How can member States design and formulate consumer protection policy to nudge consumers towards sustainable consumption?
- ✓ How can businesses better communicate with consumers to encourage sustainable consumption?
- ✓ How can international cooperation, namely through United Nations agencies and other international organizations, help to further promote sustainable consumption?

# Thank you!

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