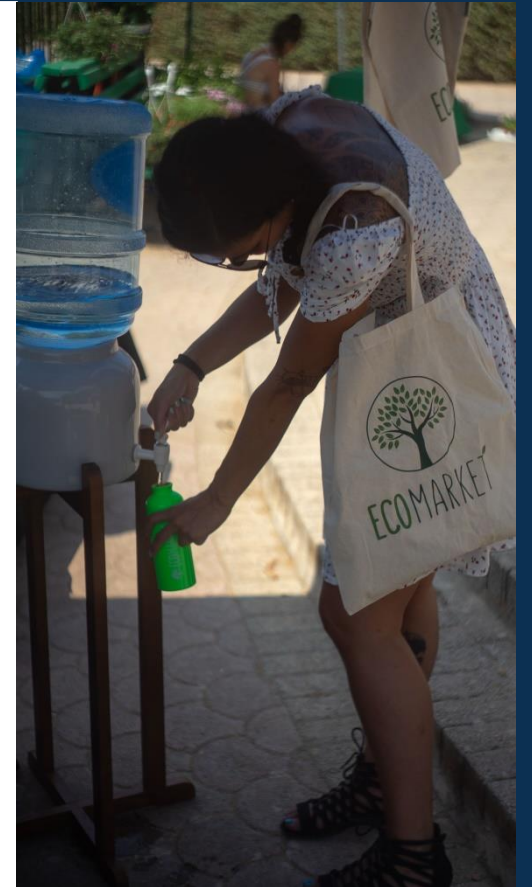


Goal: To ensure sustainable consumption and production patterns





Inspiring and facilitating Environmental Sustainability
through Conscious Consumerism and Responsible Businesses





106 Years Ago Today

By Kimberly Hickok August 14, 2018 Planet Earth



COAL CONSUMPTION AFFECT- ING CLIMATE.

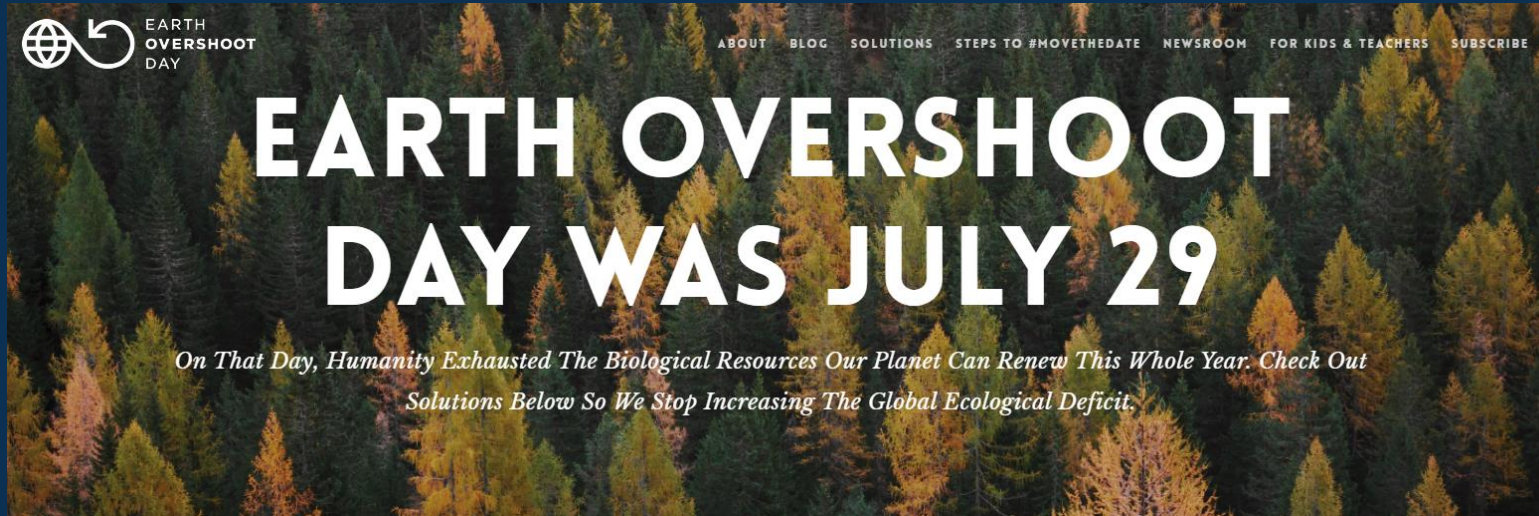
The furnaces of the world are now burning about 2,000,000,000 tons of coal a year. When this is burned, uniting with oxygen, it adds about 7,000,000,000 tons of carbon dioxide to the atmosphere yearly. This tends to make the air a more effective blanket for the earth and to raise its temperature. The effect may be considerable in a few centuries.

A newspaper clip published Aug. 14, 1912, predicts that coal consumption would produce enough carbon dioxide to warm the climate.

(Image credit: Fairfax Media/CC BY-NC-SA 3.0 NZ)



What does Unsustainability look like?



- 1/3 of food produced is wasted
- Less than 3% of water is fresh and drinkable
- Forests are lost at a global rate of 36 football fields per minute
 - 60% of wildlife gone in the past 40 years
 - 200 species extinct per day

Responsible Consumption



- Refuse, Reduce, Re-use, Recycle
 - Need vs Want
- Conserve energy and water usage
 - Eco labels
- Ethical and Fair Trade
 - Buy local
- Waste separation
- Eliminate single-use plastic
- Grow our own food at home
- Alternative methods of transport

Responsible Production



- Sustainable use of raw materials
- Sustainable sourcing of raw materials
 - Energy and water consumption
 - Renewable Resources
 - Fair trade
- Eliminating dangerous toxins and chemicals
 - Waste management
 - Bio-plastics
 - Zero-Waste alternatives
 - Sourcing locally

Misconceptions and Education





Snapshot Analysis of Green Consumption in Malta

- Maltese nationality
 - Largely females
 - High income
- Highly educated backgrounds
 - Small household
- Strong environmental self-image
 - High sense of empowerment
- Low: sustainable transport
- Medium: buying organic and eco-labelled products
 - High: avoiding packaging waste
- High: purchasing energy savings appliances
 - High: energy and water conservation
- Very high: waste separation





WE DON'T NEED A HANDFUL
OF PEOPLE BEING PERFECTLY
SUSTAINABLE

*We need millions of people
doing it imperfectly*

#makemaltagreenagain

#bethechange

#ecomarketmalta