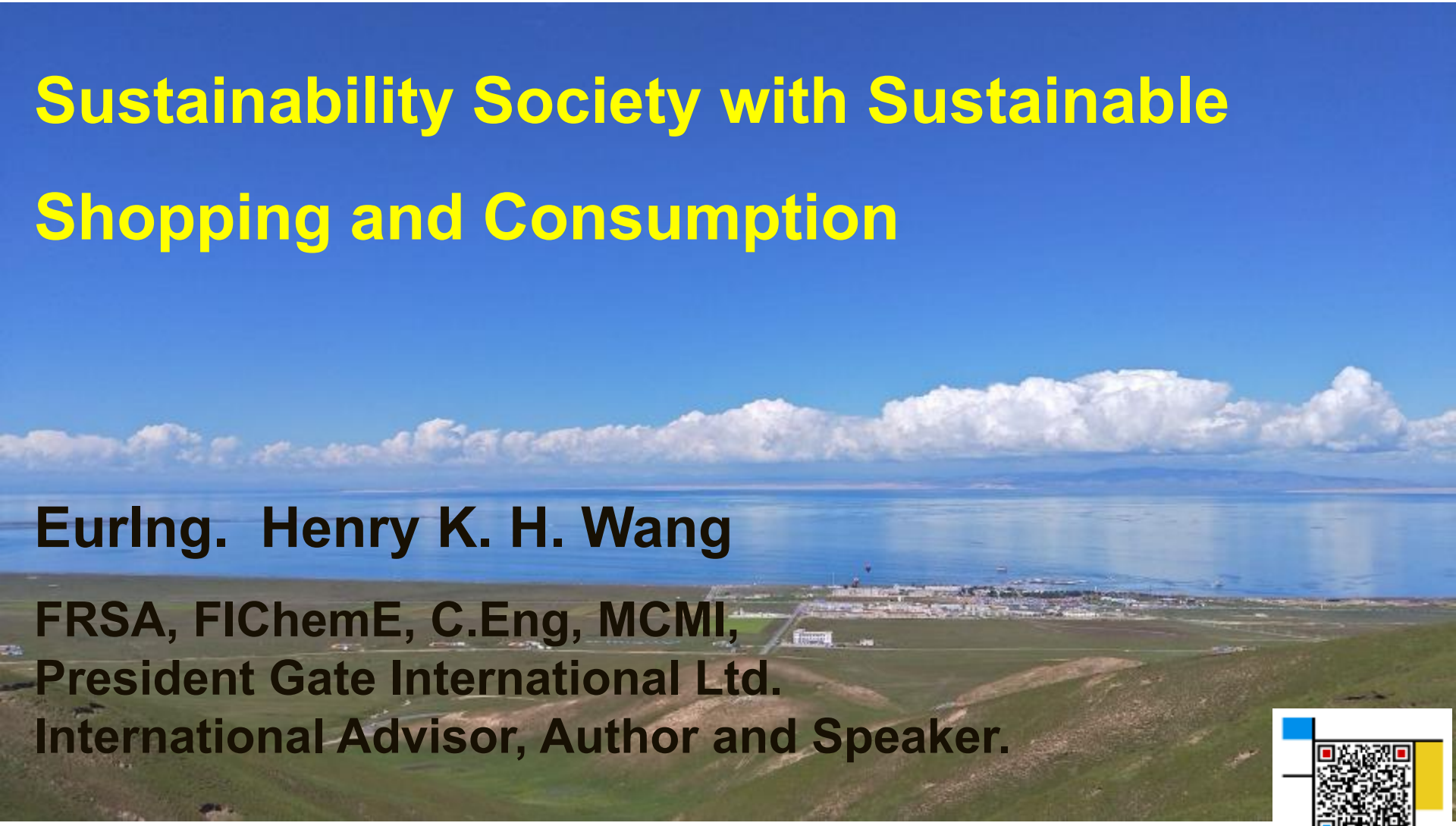
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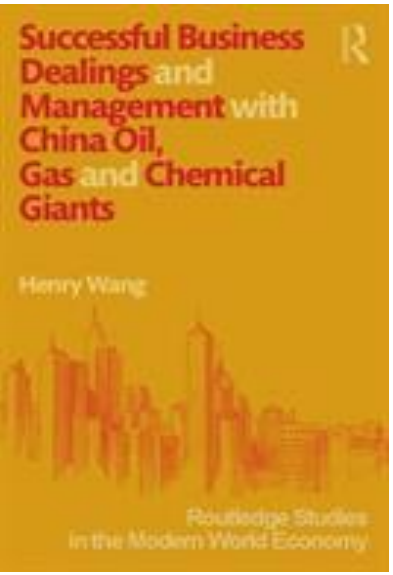


Sustainability Society with Sustainable Shopping and Consumption

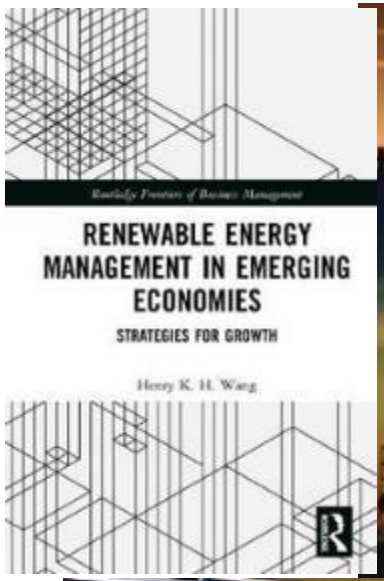
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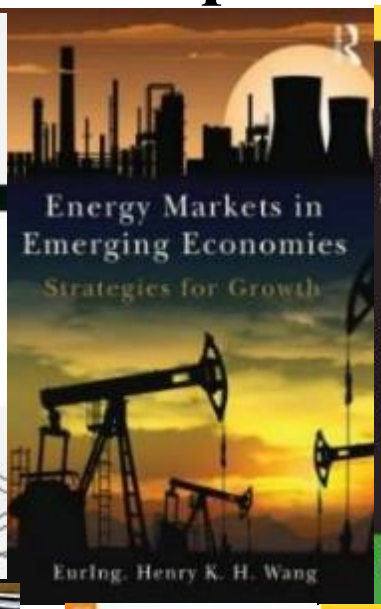
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International Advisor, Author and Speaker.

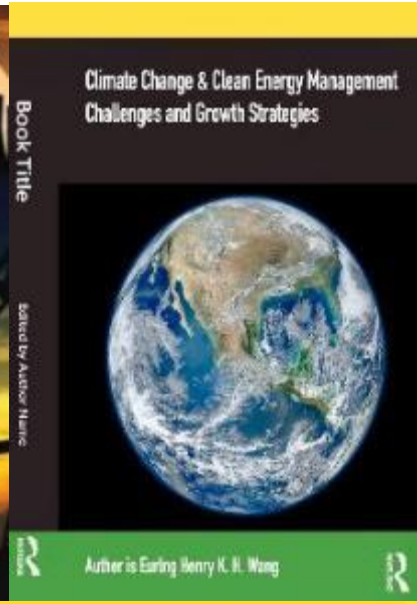
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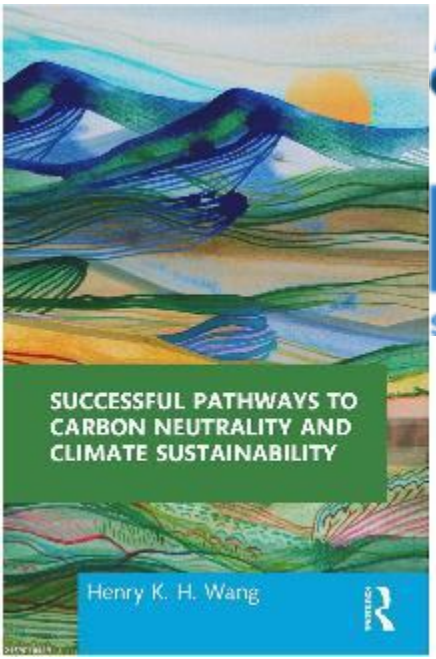








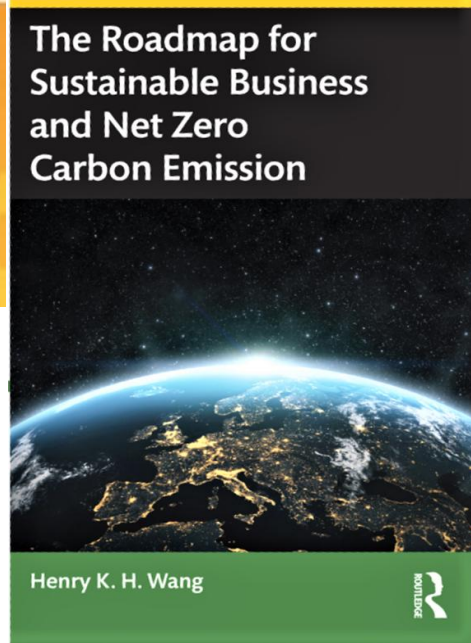










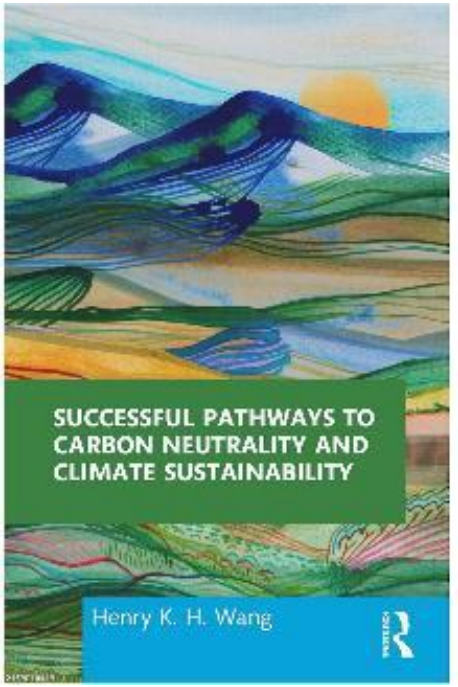


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Lecture Key Topics

- Today, I want to talk about 3 key topics:
- 1. Why current Society and consumption models are unsustainable?
- 2. What a sustainability society should looks like?
- 3. How we, as individuals and organizations, can promote sustainable society, shopping and consumption?





The Problem – Our Linear Economy

- For the past century, we have been operating on a linear economy.
- We take resources from the earth, we make products, we use them briefly, and then we throw them away.
- This model is bad, unsustainable and damaging environment.
- Linear Economy involves linear arrows:
- TAKE → MAKE → WASTE.



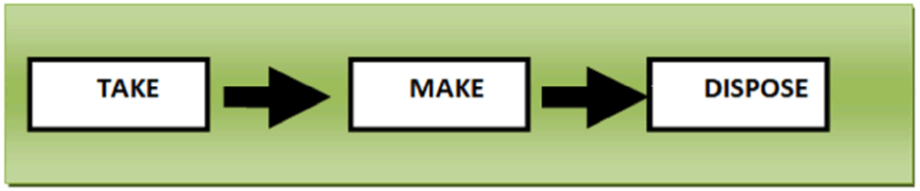


FIGURE 2A
LINEAR ECONOMICS

Source: The Ellen MacArthur Foundation's (2013), Circular Economy.

Serious Damages to Our Earth

- Here are the numbers that showed the serious damages:
- We consume 1.7 Earths' worth of resources every year. That means by August each year, we've already used up the planet's budget for the entire year.
- The fashion industry produces 10% of global carbon emissions, more than international flights and shipping combined.
- And one-third of all food produced globally is never eaten. It's wasted. Not just food—but the water, land, and labor that went into producing it.



Serious Negative & Damaging Global Implications

- The damaging results include
  - Climate Breakdowns,
  - Biodiversity Collapses,
  - Society Inequality,
  - International Pollutions.
  - Global Warming



- This is not sustainable. This is not acceptable.
- The good news is that we can don't have to keep doing the damaging ways
- We can adopt new ways to improve.



The New Vision – A Sustainability Society

- The New Vision is for a Sustainability Society
- A Sustainability Society is one where we live within our planet's boundaries whilst ensuring dignity and opportunity for all people living together.
- It's not about going back to the Stone Age & old ways.
- It's about moving forward with Sustainability practices and new sustainable Circular Economy ways.
- A Circular Economy include:
- RENEW → REUSE → REPAIR → RECYCLE.



Key Pillars of a Sustainability Society



- Circular Economy: Wastes are minimized. Products are made to be reused or recycled.
- Regenerative Practices: We don't just reduce harm; we actively restore ecosystems. Think reforestation, regenerative agriculture, and clean energy.
- Social Equity: A sustainable society is a fair one. It ensures fair wages, safe working conditions, and access to essentials like clean water and healthy food for everyone.
- This isn't a utopian dream. Communities and companies around the world are making this happen right now. But it requires a fundamental shift in how we think about consumption.

The Powers of Sustainable Shopping & Consumption

- The powers of Sustainable Shopping & Consumption are high.
- Sustainable shopping and consumption are not about being perfect but being Eco-Conscious and Sustainable.
- The key difference is between asking
  - "How much does this cost?" Versus asking
  - "What does this cost to planet, people and my future?"
- Good sustainable practices include
  - recycling, durable clothing;
  - stop single-use plastic,
  - use reusable bio-degradable materials.



HW

Sustainable Shopping & Consumption?



- Sustainable Shopping & Consumption are:
- 1. Buy Less, Choose Better, Buy recycle materials, invest in eco-friendly materials.
- 2. Ask key Questions before buying
  - Where was this made? Who made it? What materials were used? Can it be repaired and recycled?
- 3. Support Brands adopting Circular Models including repair services, take-back programs, & use of recycled materials.
- 4. Embrace Second-Hand and Swaps. Swaps are not just trendy and they keep materials to recycle and keep out of landfills.

Sustainable Shopping & Consumption Cultures

- Sustainable Shopping & Consumption are not just about what we buy and consume?
- It's about why and what we buy?
- We live in a culture of retail therapy and shopping?
- We're told that happiness is shopping and more purchases?
- Advertisers spend billions convincing us we're incomplete, without the latest gadget, trend, or upgrades etc.
- Sustainability society challenges all these.
- It encourages Sustainable shopping & consumption practices by all.



Three Key Sustainability Mindset Shifts



- 1. From Ownership to Sharing Access:
  - Buy less, share more?
  - Tool libraries, car-sharing, rental platforms are growing?
  - They save money and resources plus are more sustainable.
- 2. From ‘Disposable’ to ‘Durable’:
  - Choose products that can be repaired, not replaced.
- Learn to mend, sew, and fix:
  - Useful skills and resistance against unsustainability.
- 3. From "Me" to "We“:
  - Sustainable consumption is communal.
  - Community clothing swaps, community gardens growing. They build connections and reduce wastes.

HW

Sustainability Roles of Business & Government



- Businesses must adopt Sustainability:
  - Redesign packaging for circularity.
  - Offer transparency in supply chains.
  - Make sustainable products affordable.
- Governments must create the conditions for change:
  - Mandate extended producer responsibility (where companies pay for the end-of-life of their products).
  - Invest in public transport, renewable energy, waste recycling.
  - Subsidize sustainable practices and end fossil fuel subsidies.
- We, as citizens and consumers, have the power to demand these with our wallets, our ballots, and our voices !

Real-World Examples – It's Already Happening Globally

- Some key real global examples are summarised below:
- Sweden recycling efficient & import waste to generate energy.
- Netherlands is building neighborhoods from recycled plastic.
- International Fashion brands, including Eileen Fisher and Stella McCartney, are pioneering closed-loop systems and recyclying.
- Leading international cities, including London and NYC, are organizing swap shops, repair cafes, and urban farms etc.
- This is not a fringe movement but is the future.
- It is gaining international momentum fast!
- It is growing quickly globally!



Some Key Personal Challenges



- Key personal challenges for all include:
- 1. Take the 24-Hour Pause ?
  - Before any purchases, wait one day?
  - Ask yourself: Do I truly need this?
- 2. Try a Swap. Organize a clothing, book, or tool swap with friends or colleagues.
- 3. Write to One Brand or Company?
  - Ask a company you buy from about their sustainability practices? Your voice matters!
- 4. Share what you've learned today with others. Encourage them to think sustainability and behave sustainably?

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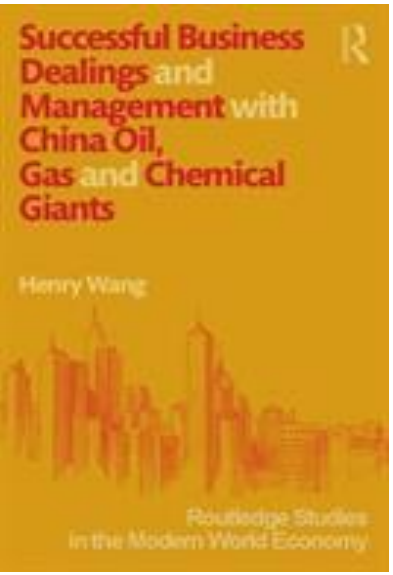
Key messages & Conclusions

- We are living with great challenges but also great opportunity.
- Current Linear Economy practices are damaging our Earth.
- The new Sustainability Society we are building today will define the world for generations to come.
- Let's choose to build a Sustainability society where progress is measured not by what we consume, but what we preserve?
- Let's choose sustainability, care for each other plus our planet.
- Let us all choose sustainability society plus sustainable shopping and consumption.
- Thank you.

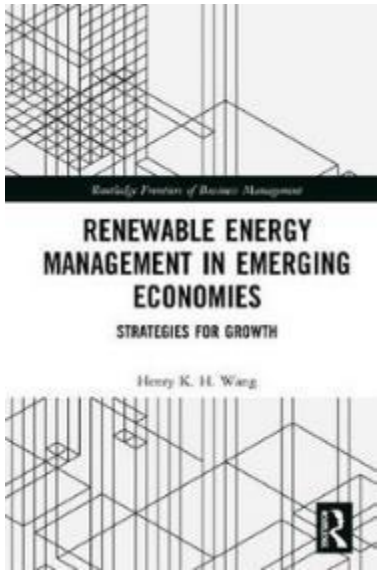


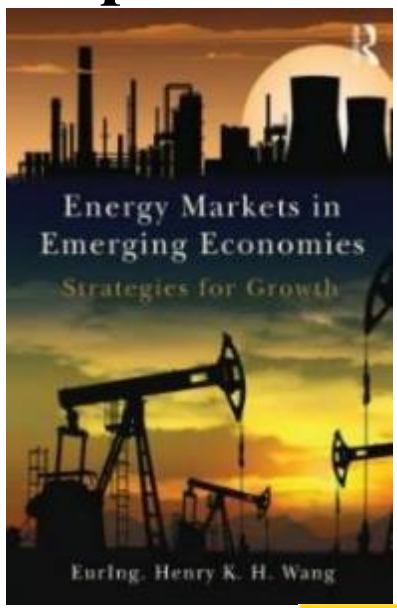
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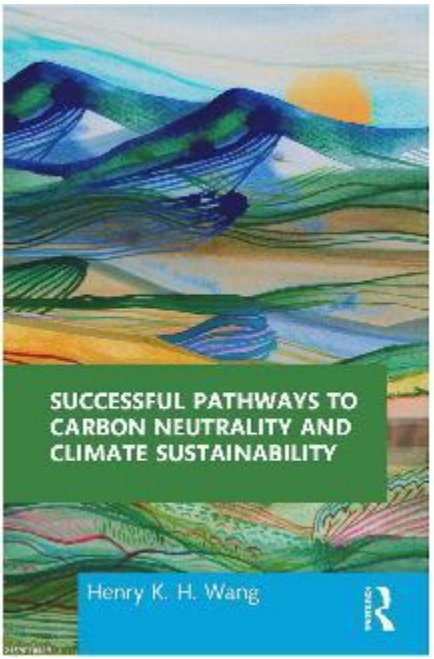


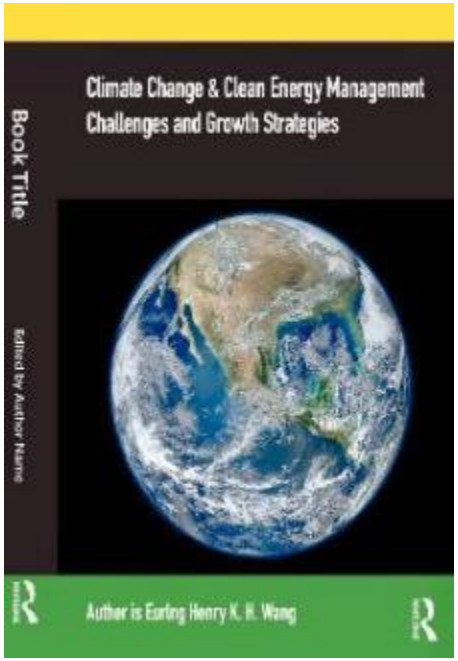












Thank you



