



# Consumer Action Declaration

~ Ethical Consumption WE CAN DO ~

We, through international exchange, will “practice” what each of us can do to realize a sustainable society and protect our future, as we develop a common awareness and learn the correct knowledge about the SDGs.

## We will reduce food waste and food miles.

The generation of large amounts of food waste is a global issue. By starting with familiar initiatives that we can act on immediately, we can help reduce food waste and food miles worldwide. We will:

- “practice” local production and consumption.
  - cook with recipes using local ingredients and grow our own ingredients.
- learn ways to select and store food.
  - understand how expiration dates and best-before dates work, and practice buying food items nearest their expiry/best-before dates, cold storage, etc.
- Use readily available digital technology.
  - use applications that incorporate AI to reduce food waste.
- make effective use of food ingredients instead of disposing them.
  - circulate and turn food ingredients for disposal into fertilizer (composting).

## We will act with consideration for the environment, including through the 3Rs.

The disposal of containers and packaging is also a global issue. As consumers, it is important to take interest in knowing and making environmentally friendly choices. By being conscious of the 3Rs (reduce, reuse, recycle) that we can all do in our daily lives, we can help lighten the burden on the environment. We will:

- first, take interest in environmental issues and do our own research.
  - take interest in issues such as greenwashing and actively seek to educate ourselves on it.
- keep in mind the first step to eliminating waste – REDUCE.
  - use reusable tableware (at school, work, etc.) such as food containers or cutlery.
- use eco-friendly containers that have less impact on the environment.
  - make conscious efforts to use reusable tableware made from materials such as bamboo and bagasse.
- separate garbage properly to promote recycling.
  - separate recyclable resources and encourage others to do the same.

## We will foster a better understanding of producers in order to support sustainable production activities.

“Local production and consumption,” a form of ethical consumption, can be practiced only because local producers grow/produce their own. As a first step toward sustainable consumption behavior, it is important to know, share, and deepen understanding of the challenges faced by producers in each country. We will:

- work to understand the challenges faced by producers.
  - conduct activities such as fieldwork to understand the challenges they face.
- engage in activities as producers to promote understanding.
  - work towards mutual understanding through actual implementation of hands-on production support and supplier activities.



## We will promote consumer education we can do for more people to understand and practice ethical consumption.

We will use handbooks and other tools to learn and share about ethical consumption that we can “practice” together with people around the world, and by communicating with each other, we hope to bring about “behavioral change” throughout society as a whole.

