

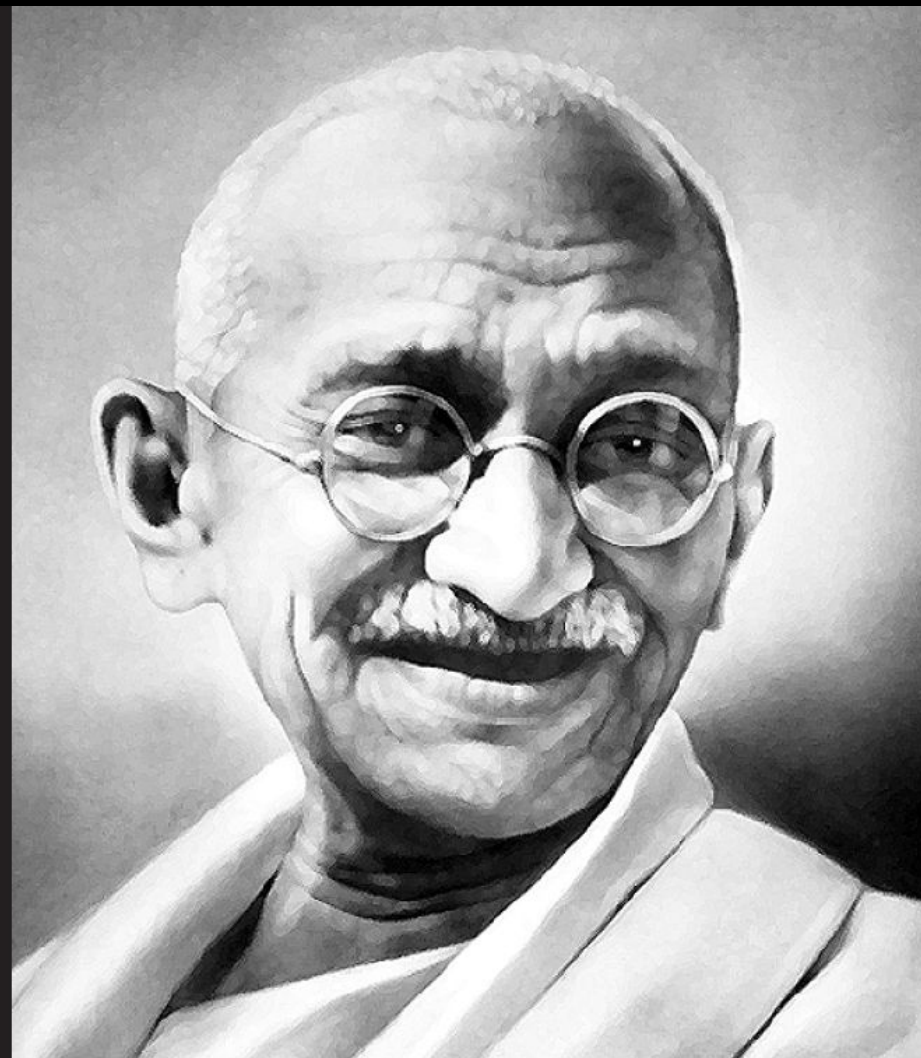


# SUSTAINABLE CONSUMPTION AND PRODUCTION


**12 principles for a conscious consumption**

“ Devemos ser  
a mudança  
que queremos  
ver no mundo ”

*Mahatma Gandhi*



"We must be the change we want to see in the world"



1

## Plan your shopping

Don't be impulsive when shopping.

Impulsivity is the enemy of conscious consumption. Plan ahead and buy less and better!



2

## Evaluate the impact of your consumption

Take the environment and society into account in your consumption choices.



# 3

## **Consume only what is necessary**

Reflect on your real needs and try to live on less.



# 4

## Reuse products and packaging

Don't buy again what you can repair,  
transform and reuse.





# 5

## **Separate your garbade**

It recycles and contributes to the economy of natural resources, the reduction of environmental degradation, and the creation of jobs.

# 6

## **Use credit consciously**

Think carefully if what you are going to buy on credit cannot wait and you are sure that you can pay the installments.






# 7

## **Don't buy pirated or smuggled products**

You should always buy in legalized commerce, contributing to the creation of stable jobs and fighting against organized crime and violence.



# 8

## **Know and value companies' social responsibility practices**

In your consumption choices, don't just look at price and quality, you should also value companies based on their responsibility to employees, society and the environment.



9

## **Contribute for products and services improvement**

Take an active stance!

Send companies suggestions and constructive criticism about their products and services.



## **Disclose conscious consumption**

Be a member of a cause:

- Aware other consumers and share information, values and practices of conscious consumption;
- Create groups to mobilize your family, friends and closest people.



## Politicians' accountability

Demand from political parties, candidates, and government officials' proposals and actions that enable and foster the practice of conscious consumption.



## Reflect about your values

Constantly evaluate the principles that guide your choices and consumption habits.