**“Making Right Choices, Becoming A Responsible Consumer”**

Towards Sustainable Consumption and Production

A Webinar of RCEs of Asia-Pacific Region to mark celebration of

**Green Consumer Day 2020**

Monday, 28th September 2020 13:00-15:00 hrs Japan Standard Time

Zoom Link: <https://us02web.zoom.us/j/87693244875>

Meeting ID: 876 9324 4875

**Some Background Reading Material**

**Green Consumer Day 2020 (28 September)**

28th September is celebrated as “Green Consumer Day” every year. This day is celebrated to emphasize on saving the environment by making wise choices while buying products as a consumer.

‘**Who is a Green Consumer**?’

A Green Consumer is concerned about Environment and buys and/or consumes Eco-Friendly Products.

‘How can we play our role as a Green Consumer?’

1. **Buy products only when in need and not as per desire** – Buying products as per need will not just save handful of money but will also reduce trash caused by the old products.
2. **Save natural resources** – Natural resources such as electricity and water must be saved to avoid wastage of conventional sources of energy.
3. **Avoid using plastic** – Reduce the use of plastic bags or packaged drinking water. This can help to avoid pollution and threat to aquatic flora and fauna. One can opt for carrying reusable bottles and/or containers instead of disposable ones while being out.
4. **Go for Eco-friendly products** – It is always wise to choose Eco-friendly products over normal alternatives. Eco-friendly products are degradable and cause less to no pollution when compared to its counterpart.
5. **Reduce, Reuse and Recycle** – As the phrase goes, use products that can be reused and recycled to reduce pollution. Try implementing ‘Best out of Waste’ wherever possible.
6. Walk or cycle to short distances
7. Find out where your food comes from. Read, Research and Investigate!
When buying, make the intelligent choice keeping your ecological footprint in mind.
8. Buy only when (and what) you really need to. The best way to be a green consumer is by not having to buy anything at all!

**Green Marketing?**

Green marketing is the marketing of environment friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product’s green benefits.

This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don’t have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

**LOHAS (Lifestyles of Health and Sustainability)**

Consumers who prefer to purchase green products even though they might be more expensive fall into the ‘LOHAS’ category.

*“LOHAS describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions.”*

These consumers are active supporters of environmental health and are the heaviest purchasers of green and socially responsible products. They also have the power to influence other consumers.

**Green Marketing**

Beyond making an environment friendly product, business owners can do other things as part of their green marketing efforts. The following can all be part of a green marketing strategy:

* Using eco-friendly paper and inks for print marketing materials
* Skipping the printed materials altogether and option for electronic marketing
* Having a recycling program and responsible waste disposal practices
* Using eco-friendly product packaging
* Using efficient packing and shipping methods
* Using eco-friendly power sources
* Taking steps to offset environmental impact

**Beware of “Greenwashing”**

Some marketers try to capitalize on the growing number of green consumers by simply taking a green marketing approach to products that might not otherwise be considered green. They try to position their products as a better choice for the environment when they’re really not. An example of this is when a company uses the colour green in their packaging, or the word green somewhere in their messaging, when there isn’t anything particularly eco-friendly about their product, nor it’s not more eco-friendly than competing products. Greenwashing is not only misleading, but it can also be damaging to a company’s reputation.

If consumers want to be certain they are indeed buying a green product, they should look for official certifications listed on the product packaging.

Remember there is no **planet B** for our survival

but we can choose for **plan B**

wherein saving or causing less damage to environment is possible.

On Green Consumer Day 2020,

Let us all pledge to become

“A Responsible Consumer”, a “Green Consumer” and

“Save our Environment”.

Happy Green Consumer Day 2020

**Time Zones:**

09:30 hrs India

10:00 hrs Bangladesh and Kyrgyzstan

11:00 hrs Cambodia, Jakarta and Thailand, Yogyakarta

12:00 hrs Balikpapan, China, Malaysia and Philippines

13:00 hrs Japan & Korea

14:00 hrs Sydney (Australia)

16:00 hrs Waikato (New Zealand)