



Responsible consumption in consumer's life

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Importance of the topic

- ▶ Significant share of gas emissions/environmental pollution - mainly water pollution, drying of the Aral lake due to cotton production
- ▶ Increasing self-responsibility about the impact of consumer goods
- ▶ Building awareness by educating and supporting new initiatives and projects for sustainable and responsible shopping of consumer goods





Key areas in consumer's decision

- Housing and building industry
 - Food consumption
 - Transportation and mobility
 - Consumer goods
 - Fashion industry
- 

Responsible housing

FACTS:

- The construction sector contributes 30% to global annual greenhouse gas emissions and it uses up to 40% of all energy (UNEP, 2009).
- Moreover creates 40% of waste, mostly in the construction and operation of buildings

SOLUTION:

- ✓ More frequent usage of available natural resources: water, sun, natural materials
- ✓ The principle of circularity in the building industry manifests itself in the entire life cycle of the building and consists in:

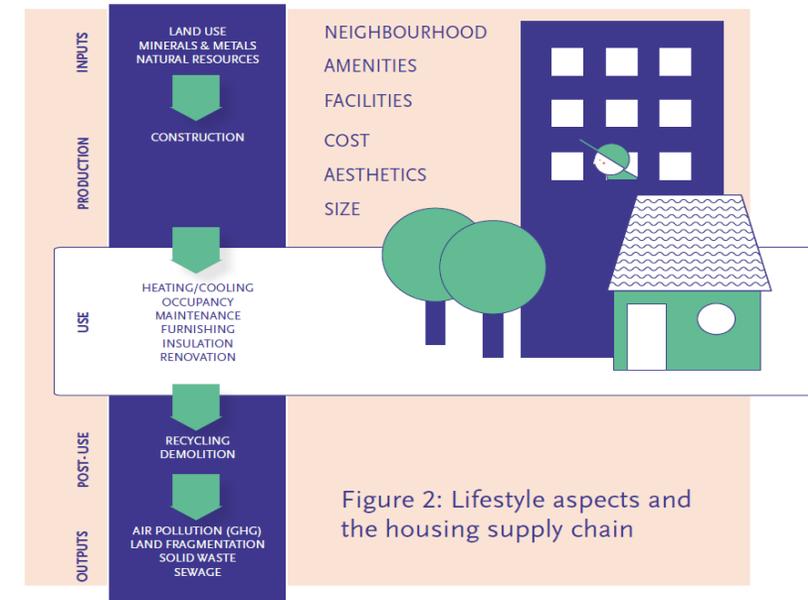
A) **SELECTION OF RESOURCES USED:** use of land, minerals and natural resources that are needed for production

B) **MANUFACTURING MATERIALS:** use of recyclable materials

C) **NORMAL HOUSING OPERATION:** reduction of heating requirements vs. keeping cool on hot days, the usability of the area, insulation, renovation, maintenance requirements, placement of furniture

D) **RE-USE MATERIALS:** recycling vs. demolition

E) **CONSIDERATION OF EXTERNAL OUTPUTS/EXTERNALITIES:** air pollution, waste generation, soil buildability



Consumer's choice => A passive house



WHAT IS A PASSIVE HOUSE?

The name passive house is based on the principle of using passive heat gains in the building. They are external gains: from a sunlight coming through the windows, and internal gains: from the heat emitted by people and appliances. Thanks to high-quality insulation and other elements, these profits do not "run away" and are sufficient to ensure a pleasant temperature in the rooms for most of the year. All together increase the quality of living and the value of the property.

The advantages of passive houses are:

- higher comfort of life
- extremely low heating costs
- with the use of appropriate technologies (recovery), a constant supply of fresh air is ensured - limiting the formation of mold
- there is no draft
- high thermal comfort in the room – pleasant temperatures in winter and summer

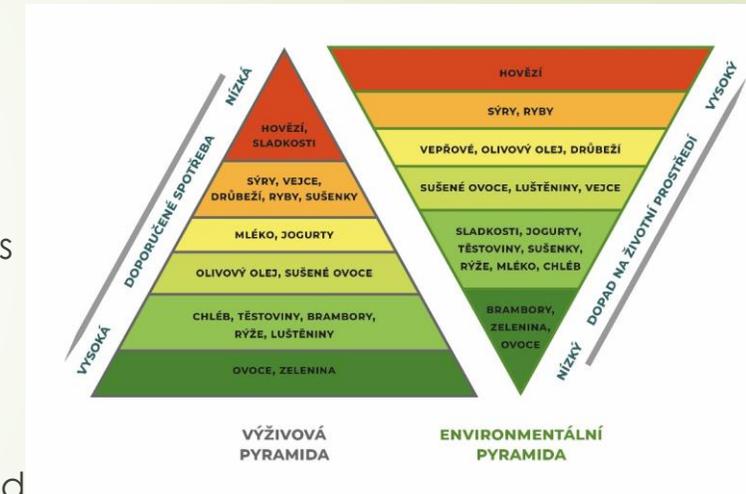
Responsible food consumption

FACTS:

- Worldwide, almost a 1/3 of food harvested is wasted or lost.
- 1 in 9 people are hungry 2 in 10 are obese in a global perspective

SOLUTION:

- ✓ More fruits and vegetables, corn-based products and healthy fats, less meat and meat products
- ✓ Preferring locally produced food
- ✓ Be aware of nutritional feet of the consumed food www.nutristopa.cz
- ✓ Via nutritional feet it is possible to identify the right impact of consumed food
- ✓ There are 2 main aspects of impact on **the environment and** one's health in terms of **nutrition of the food**



Food meets the environment and nutritional needs

MORE

Vegetables, fruit and berries
fish and shellfish
nuts and seeds
exercise



SWITCH TO

wholegrain
healthy fats
low-fat dairy products



LESS

red and processed meat
salt
sugar
alcohol



Mobility and transportation

FACTS:

The transport sector is responsible for:

- ❑ 13% of greenhouse gas emissions
- ❑ 23% of CO2 emissions from the total energy consumption of mankind (GEF-STAP, 2010)

SOLUTION:

- ✓ New technologies in the car industry e.g. hydrogen
- ✓ Shared mobility – carpooling, carsharing, ride sharing (Uber), ride-hailing (Bla bla car)
- ✓ Supporting children and employees to use bicycles/scooters, e.g. "To school/to work by bike"
- ✓ Preferring the low energy means of transport

1. Source: GEF-STAP (2010). Online: <https://www.stapgef.org/>

2. Auto-mat z.s. Do práce na kole. Online: <https://www.dopracenakole.cz/20130/vyzva-do-skoly-na-kole-promenuje-okoli-skol-a-pristup-k-udrzitelne-doprave>

The initiatives supporting bike riding in the cities...
„Do práce na kole“ / To work by bike



ZÁŘIJOVÁ VÝZVA

12.-25. 9. 2022

#POŘADÁ AUTOMAT na podporu
Evropského týdne mobility



Consumer goods

FACTS:

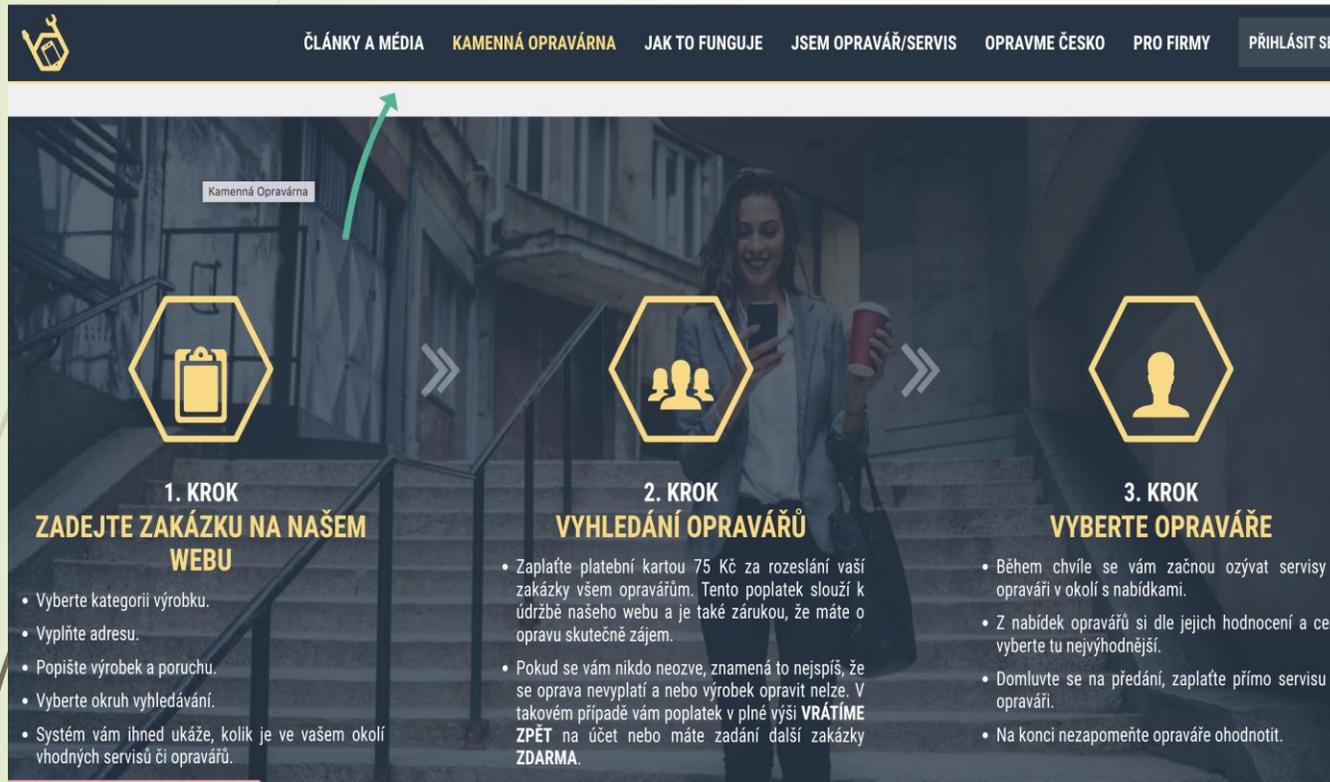
- Lead by **SDG 12 “Responsible consumption and production”**
- The products that have the highest impacts are those made using raw materials and fossil fuels
- Consumer goods are important because they play a role in shaping our image and habits
- Consumer goods are split into daily-based shopping (rolls), durable consumer goods (washing machines), special goods (I-phone) and unsought goods (insurance,...)
- Responsible marketing tactics are becoming to be spread by the sustainable oriented companies (not to push sales, re-use of the products, offering spare parts)

SOLUTION:

- ✓ Lowering dependence on fossil fuels
- ✓ Educating shoppers about the right usage and care about the products
- ✓ Prolonging lifetime of the products – the possibility of appliance service and the availability of the spare parts,
- ✓ Initiatives for educating shoppers: “Let's repair the Czech republic” and “Repairing service”

The project of “Opravárna” / repairing service

Online:



The screenshot shows the website's navigation bar with links: ČLÁNKY A MÉDIA, KAMENNÁ OPRAVÁRNA, JAK TO FUNGUJE, JSEM OPRAVÁŘ/SERVIS, OPRAVME ČESKO, PRO FIRMY, and PŘIHLÁSIT SE. The main content area features a three-step process:

- 1. KROK ZADEJTE ZAKÁZKU NA NAŠEM WEBU**
 - Vyberte kategorii výrobku.
 - Vyplňte adresu.
 - Popište výrobek a poruchu.
 - Vyberte okruh vyhledávání.
 - Systém vám ihned ukáže, kolik je ve vašem okolí vhodných servisů či opravářů.
- 2. KROK VYHLEDÁNÍ OPRAVÁŘŮ**
 - Zaplaťte platební kartou 75 Kč za rozeslání vaší zakázky všem opravářům. Tento poplatek slouží k údržbě našeho webu a je také zárukou, že máte o opravu skutečně zájem.
 - Pokud se vám nikdo neozve, znamená to nejspíš, že se oprava nevyplatí a nebo výrobek opravit nelze. V takovém případě vám poplatek v plné výši **VRÁTÍME ZPĚT** na účet nebo máte zadání další zakázky **ZDARMA**.
- 3. KROK VYBERTE OPRAVÁŘE**
 - Během chvíle se vám začnou ozývat serisy a opraváři v okolí s nabídkami.
 - Z nabídek opravářů si dle jejich hodnocení a ceny vyberte tu nejvýhodnější.
 - Domluvte se na předání, zaplaťte přímo servisu či opraváři.
 - Na konci nezapomeňte opraváře ohodnotit.

Bricks and mortar:



Source: online: www.opravmecesko.cz and www.opravarna.cz

Fashion industry and clothing

FACTS:

- Negative impact on the environment (mainly water) in the fast fashion industry
- 10% of global emission is produced in clothes and shoe manufacturing
- New ECO-labelling for environment-friendly clothes
- According to the EU directive for the waste, countries will be obliged to collect textiles separately from 2025 at the latest

SOLUTION:

- Sustainability in fashion is manifested by **slow fashion**. Slow fashion represents an ethical, ecological and sustainable way of choosing clothes. It takes into account the requirements for quality and used materials. Brands whose motto is slow fashion have the following attributes:
- *environmentally friendly* – the fabric is made of high-quality material (mostly cotton or bamboo), does not pollute water with chemicals, etc.
- *ethical* – towards the use of human resources (they reject child labour)
- *simple* – they use simple patterns and materials.

Support of slow fashion

FOCUS: wear sustainably

#EU2022CZ
#slowfashionshowSTHLM

TJECKISKA CENTRET
STOCKHOLM

slow
fashion
show

SLOW FASHION

MONIKA
PIZUR

BADLAZA

BILVANDG

slow
fashion
show

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Thank you for your attention !