



Promoting Sustainable Consumption in India

Examples from Indo-German Co-operation

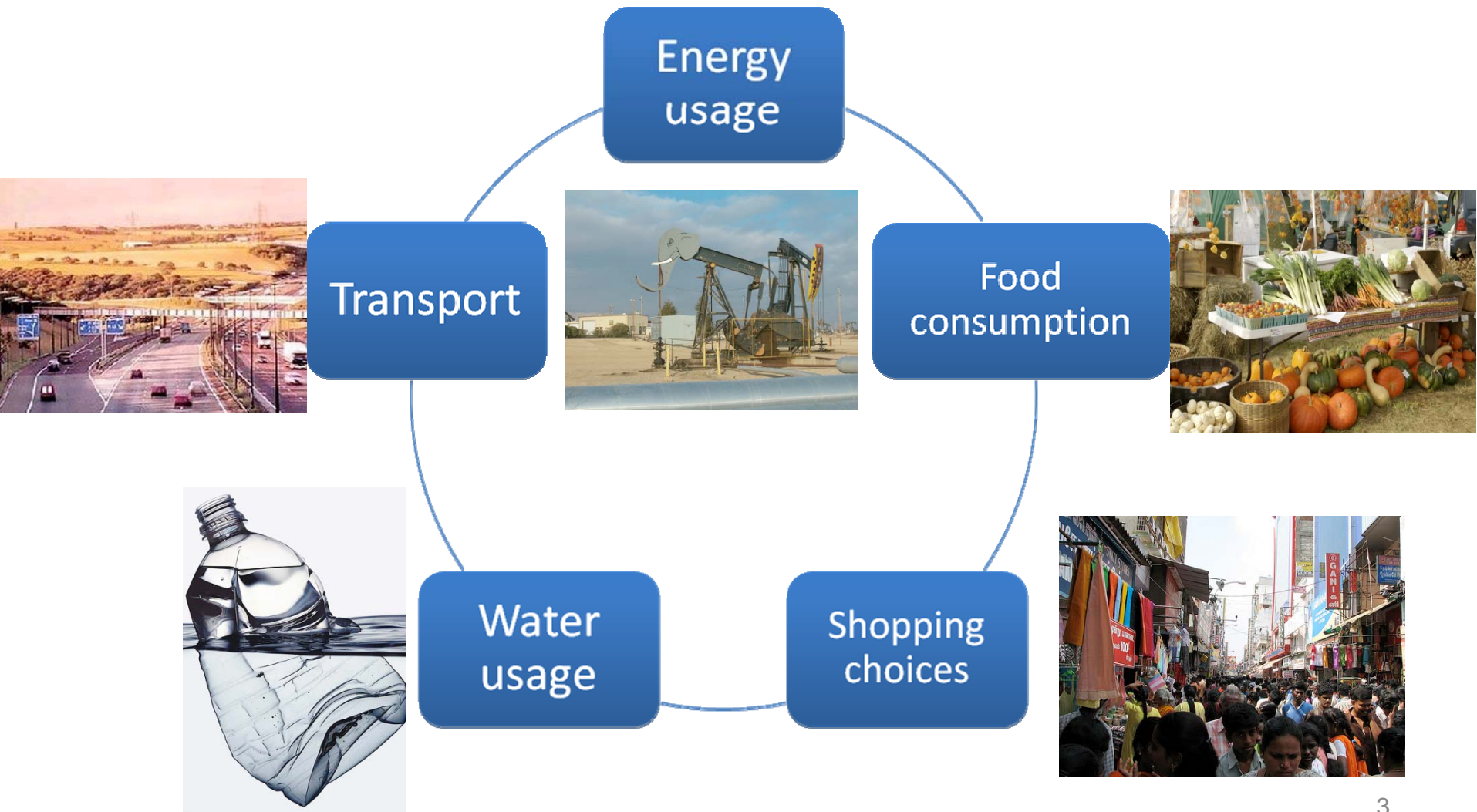
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- Growth coupled with growing population.
- Rapid urbanization puts significant stress on natural resources (Now 350 million in cities (30%) by 2050 it would be 915 million (50%))
- Growing consumer demands for more housing, food, water and transportation
- Current production patterns stressing limited natural resources and contributing to climate change
- Environmental impacts arising from the Food, transport, energy sector etc)
- Major threat to sustainability of India's development arises from the scale of consumption

Consumption and its impact on Environment



Food Sector: Concerns



- More use of chemical fertilizers and pesticides in agriculture crop production systems
- More energy usage in manufacturing processes (food processing and packaging, preserving and distribution)
- Implications of Genetically modified crops
- Increased Consumption of :
 - More Meat
 - More Processed and packaged food
 - Frozen food
 - Food away from home

Impact of Household Food on Climate Change



Adopted from Weber and Matthews, 2008,
Environ. Sci. Technology, 42:3508-3513

Food Sector: Impact on Environment



- **Soil problems**
 - fertility losses
 - desertification are reducing the land area suitable for cultivation
- **Overuse of fertilizers**
 - problems related to food and water safety
 - Loss in crop productivity
- **Loss of biodiversity**
 - more monocultures, rather than a diversity of crops

Interventions required from Producers/Business



- Development of Sustainable Products and services at a competitive price
- Organic food production
- Shared responsibility across and beyond the food chain
- More business innovation for sustainable production
 - Eco –efficiency measures
 - Product innovation and design
 - Production and supply chain management

Responsibility of the Consumers



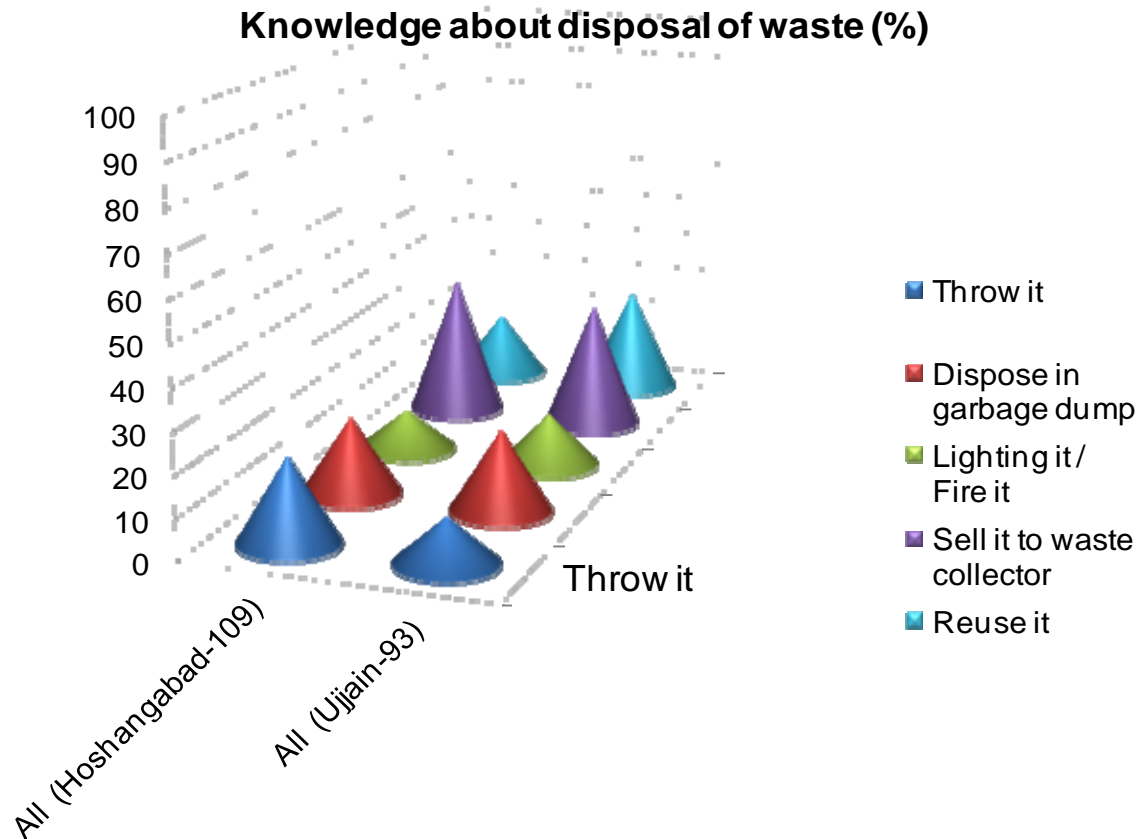
- Preference for local food
- Create demand for sustainably produced food
- Sustainable food diet (preference for meatless or reduced meat diets, organic products)
- Use regionally and seasonally produced foods
- Use minimally processed and ecologically packed products
- Prepare foods, diets that have low environmental impacts but provide the required amount to maintain good health

Environmental Awareness of Consumers

Few Findings: Baseline studies



Studies show that consumers in India are relatively unaware of the need for more sustainable consumption practices.



GLZ intervention: Promotion of Sustainable consumption in India



- **Established Consumer Advisory Network**
 - Pilot project for independent consumer advice
- **Creating awareness**
 - TV Spots
 - Campaigns
 - Linking Eco-clubs and Consumer Clubs in school and colleges
- **Providing product specific information**
 - Sustainable Shopping guide
 - Comparative Product testing
 - Label information

Pilot Projects in Five Participating States



- Consumer Advice Centers



Gujarat

Madhya Pradesh

West Bengal

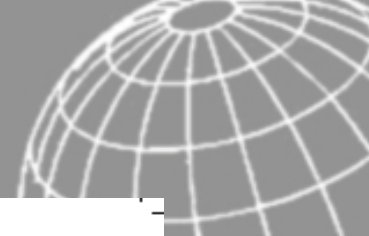
Orissa

Tamil Nadu



- A guide to better shopping and focuses on:
 - How do I practice sustainability in my daily life?
 - Can sustainable consumption be achieved at all.
 - Can I afford to consume sustainably?
 - What are the alternatives available
 - How to avoid wastage and manage it?





CONTENTS

Foreword	09
01 DO WE HAVE A CHOICE AT ALL?	11
The Indian Bazaars	13
The Need for a Sustainable Shopping Guide	14
What Is Sustainable Consumption?	15
Sustainable consumption can be pocket friendly!	16
A short note on sustainability, organic products and the fair trade movement	16
02 DAILY SHOPPING	21
Plan your Shopping	23
Food	24
Textiles	30
Washing and Cleaning	36
Transport	38
Cosmetics	40
Toys	43
03 RARE PURCHASES	45
Appliances and Gadgets	47
Travel	54
04 MAJOR PURCHASES	59
Green Buildings	61
Vehicle	64
05 BUYING RESPONSIBLY AT FESTIVALS	67
06 EXPLORING THE 3RS	71
Closing the cycle of responsible consumption	74



FOOD

A sustainable shopping bag should mainly contain:

- healthy food
- organic products
- seasonal fruit and vegetables grown locally
- only small amounts of meat products
- products made locally
- food with minimal packaging

Every meal consumed takes energy to grow, process, store, transport, sell, cook and discard. In India, food and nutrition are woven into the cultural and religious fabric of every region.

While the historical influence of five thousand years of food culture holds sway over a large part of India, urbanisation, and the popularity of quick-fix fast food has created a situation of culinary and nutritional confusion in several Indian minds and homes.

Buying fresh from the mandi

India is home to the mandi, the traditional vegetable market which gets its supplies from the farm or direct distributors while supermarkets may store food from cold storage. Most often this is food that has been stored and frozen for days and has a low nutrition value. Also cold storage, transportation and import of food items add to the carbon foot-print and emissions. It is preferable to consider seasonal variations when buying fruits and vegetables as they taste better when consumed in season.



3 | SUSTAINABLE SHOPPING BASKET

Watch out for this organic food label to come in 2010!

UTZ Certified is about transparency of origin and traceability to the final (agricultural) product. It offers coffee, tea and cocoa certification programs and manages traceability for RSPO (Roundtable on Sustainable Palm Oil) certified palm oil. Its aim is to achieve sustainable agricultural supply chains where farmers adopt sustainable and healthy practices and where consumers buy products which meet their standard for social and environmental responsibility. Coffees and teas which carry the UTZ CERTIFIED label are expected to be available in India by the end of 2010.



An existing Indian label - take a look at this one on your next trip to the supermarket!

The India Organic label is a government authority which provides national standards for organic products. Products with the India Organic label are grown without the use of chemical fertilizers and pesticides.



Certification Standards in India

The Participatory Guarantee Scheme is an organic quality assurance system that is based on the Indian National Standards for organic products. It does not, however, rely on certification but is implemented and controlled by the organic farmers' and producers' cooperatives.



Best practice example: Fairtrade label for food in India

Internationally, the most widely recognized ethical label is the **FAIRTRADE** Certification Mark. When a consumer product bears the mark it ensures that the product has been traded according to International Fairtrade Standards. An increasing number and variety of Fairtrade certified products are being sold on the Indian market. For instance, a large variety of Fairtrade Basmati rice from the Sunstar-Federation of Small Farmers of Khaddar Area is sold on the Indian market. An assortment of Fairtrade products like tea and coffee is also brought to Indian consumers by international brands like Clipper Teas.



AGMARK Certification is a standard controlled by the Government of India to ensure quality and purity of agricultural products. Certification of adulteration-prone commodities such as rice, pulses, butter, ghee, vegetable oils, ground spices, honey, wheat and atta is most common. The quality of a product is determined with reference to the size, variety, weight, colour, moisture, fat content and other factors.





Food packaging: How much is too much?

Packaging food makes it safer and less vulnerable to contamination. Unpackaged food can quickly become dry, moldy or spoiled. When choosing between loose and packaged staples, the branded varieties tend to be cleaner. Also, the ingredient list and packaging dates give you additional information on your food. On the other hand, loose varieties allow you to examine the product more closely. Try not to buy overly packaged foods. Consider buying larger sizes, sharing these with friends or neighbours if necessary, as single-portion sizes tend to use more packaging. Store the groceries in airtight containers, once you have opened the packaging.

IN THE PIPELINE:

Organic Food: The real taste of nature!

Organic crops use manure to provide nourishment to the soil instead of chemical fertilizers produced by an energy intensive process. Crop left-overs, livestock dung and remains are made into manure which gives back the soil what it took from it. This cyclic rotation keeps the soil healthy and provides healthy food.

In India, only a very small percentage of organic food is available at speciality stores and supermarkets. So in the meantime you might see the label 'organic in conversion' soon on vegetables or fruit.

ORGANIC FARMING



Products labelled "Organic in conversion" come from producers who have started embracing organic farming recently. To be certified as fully organic, a farm needs to be free of all chemical residues in its soil and the process could take as long as 3-5 years. To support the farmers in this difficult phase of transition, products are sold with the indication "organic in conversion".

GM CROPS



Genetically modified (GM) crops are those where the DNA has been inter-changed in a laboratory with another organism's DNA. Eg. Bt brinjal, Bt cotton.

The long term scientific assessment of the potential and risks of GM crops is not yet complete and there could be health risks associated with genetically modified foods. Till then, a more sensible approach is the one of eco-friendly, organic farming. India had a long-standing tradition of sustainable farming, conservation of water, maintenance of soil fertility with minimal use of chemicals. This was abandoned in favour of the "Green Revolution" model of farming with intensive use of water, chemical fertilizers and pesticides. We as consumers are now in the position to demand a reversion to the older, healthier and environment-friendly farming methods.



giz

Creating Awareness by using TV spots



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Thank you

