



SDG 12 - ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

INTERNAL ACTIONS:

- develop products and business services in such a way that energy and natural resources are used efficiently at all stages along the value chain;
- gradually withdraw products and services that require an excessive consumption of energy and natural resources from the market;
- Use biodegradable, recyclable or reusable materials in business activities;
- encourage the use of renewable energy instead of fossil fuels to create products and services, and adopt environmental management systems;
- optimize the use of water and integrate practices of the reuse of water resources in the business model;
- align the business towards "clean" production processes, minimizing atmospheric, water, soil and acoustic pollution and counteracting the use of elements containing toxic substances;
- train employees and suppliers on sustainable production and consumption models, environmental education, and human rights
- combat food waste, especially within the food industry and related areas;
- ensure decent working conditions throughout the value chain;
- Use labels which give consumers all the necessary information on the design and production of goods and services by encouraging responsible consumption practices.

EXTERNAL ACTIONS:

- use business assets to encourage sustainable production and consumption;
- invest in sustainable technologies that improve the production and consumption models, promoting the use of renewable energy and reducing waste;
- attend workshops and conferences to disseminate best practices on topics of circular economy, eco-services, eco-products and eco-design;
- boost the scientific and technological capacities of developing countries by promoting sustainable models of production and consumption;
- participate in events on sustainability *reporting*;
- create tools that enable better management and control of the supply chain in relation to production models of goods and services;
- publicize advertising and marketing campaigns to encourage responsible consumption in people;
- enable public-private partnerships with NGOs, universities, the public sector and other firms.