



# Sustainable Consumption

Sustainable finance is about aligning our financial decisions to our personal values, concerns, and aspirations, in line with the sustainable development goals. It may seem distant at first, but here are some simple actions that you can undertake to be part of the change.

**Do you have in mind that even before saving money, the main financial decision that you take each day is your consumption?**

**It's up to you!**

Consumption & production are key drivers of the global economy, thus having an immense role in encouraging and facilitating sustainable development. Every spending in a company's product constitutes its annual revenue, and its stakeholders dividends. Shifting towards sustainable consumer behaviour could reduce our ecological footprint, mitigate climate change, and aid the achievement of sustainable development goals.

**i** Sustainable development stands for “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”<sup>1</sup>

**i** Global sustainable society should be “founded on respect for nature, universal human rights, economic justice, and a culture of peace.”<sup>2</sup>

 **For this first mission, we invite you to download an application (or two!) that can help you create a more sustainable lifestyle**

## **We act for good (WAG)**

WAG is a digital platform proposed by World Wide Fund (WWF). The main goal of this app is to encourage and assist grand public in transforming their habits and in adopting a sustainable lifestyle.

## **Yuka**

This app presents the composition of consumers' favorite products and ranks them. Consumers just need to scan a product's barcode to get a score out of 100 and a meaningful color (green, yellow, red). The app even suggests substitutes when the rating is red.

<sup>1</sup> Brundtland, G.H. 1987. Our Common Future: Report of the World Commission on Environment and Development. Geneva, UN-Dokument A/42/427.

<sup>2</sup> Bosselmann, Klaus, and J R. Engel. 2010. The Earth Charter: A Framework for Global Governance. Amsterdam, The Netherlands: KIT Publishers.