



SDG 12: Ensuring sustainable consumption and production

15th March is marked World Consumer Rights Day. A day to raise global awareness on consumer rights and needs. Worldwide material consumption has expanded rapidly, as has material footprint per capita, which refers to the total amount of raw materials extracted to meet final consumption demands, seriously jeopardizing the achievement of SDG 12. Urgent action is needed to ensure that current material needs do not lead to the over-extraction of resources or environmental degradation. There is the need for technology and policies that improve resource efficiency, reduce waste and mainstream sustainability practices across all sectors of the economy.



Why you should care and get involved?

- 3 billion tonnes of food is wasted every year. 1 billion people go undernourished, another 1 billion hungry and 2 billion people globally are overweight.
- Households consume 29 per cent of global energy and consequently contribute to 21 per cent of resultant CO2 emissions.
- Each year, an estimated one third of all food produced – equivalent to 1.3 billion tonnes worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices
- If people everywhere switched to energy efficient lightbulbs, the world would save US\$120 billion annually.

How can you get involved? Get inspired by some global tech innovations on SDG 12

- Weight Watcher Application ([Learn More](#))
- ShopWell Application ([Learn More](#))
- Eniscope ([Learn More](#))
- Wattics ([Learn More](#))
- Food waste Tech ([Learn More](#))
- Webinar Recording: Reporting for SWITCH-Asia Countries – Connecting the dots between actions and reporting([Watch Now](#))
- How our diet affects carbon footprint ([Read More](#))

