

## **Directorate General Health and Consumers**

## **EU consumer policy and sustainable lifestyles**

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### What is a sustainable lifestyle?

**Green products** 

Sustainable consumption

Bicycle sharing

Avoiding food waste

**Environment** 

Cycling

Car sharing Ethical

Renewable energy Recycling

Energy

Vulnerability Sustainable living

efficiency

Social

Happiness

Time for family friends

Car pooling

Sufficient leisure

Physical activity Healthy

Sustainable society Cultural diversity Healthy nutrition

**Economic** 



Sustainable planet

**ETCETERA** 



### **Every time ...**

 We drive cars instead of walking or going by bike/bus/ metro/train

We buy too much food and through away some

We overdo the heating and lighting in our houses

... we are shortsighted

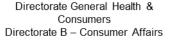




## EU consumer policy European Consumer Agenda



- Principles in line with Europe 2020
- Key added value: a **comprehensive view** of consumer policy
- 4 main pillars
  - safety
  - Knowledge
  - rights
  - enforcement.
- Adresssing key challenges:
  - Increased complexity of markets
  - Unsustainable consumption patterns
  - Social exclusion and vulnerability





- •Consumers should be empowered, assisted and encouraged to make sustainable choices
- Take into account consumer needs
- Protection against misleading and unfouded environmental claims
- Availalability and affordability of more sustainable and durable products
- Sustainable food and food waste



## How can sustainable consumption be the easy choice?

Scale-up policy tools and partnerships to achieve the 4 As:

- <u>Affordability</u>
- <u>A</u>vailability
- Attractiveness
- Awareness





#### What do consumers look for?

# **Consumer** information

Labels, claims on products, marketing, advertising....



- ✓ Clear
- √ Comprehensive
- √ Comparable
- ✓ Credible

= necessary to guide sustainable choices



#### A blooming of environmental labels and claims







## Multi-stakeholder Dialogue on Environmental Claims

- European Consumer Summit 2012 Greenwashing workshop.
- Exchange of views from different stakeholders
- Follow-ups:
  - continued dialogue
  - upcoming studies
  - report and guidance Unfair Commercial Practices Directive
  - Building Single Market for Green Products



#### **Consumer Education**

- A major overhaul of education actions is required for higher levels of relevance, effectiveness and cost-efficiency.
- Actions must be brought in line with the current teaching and internet environment. Re-focus on their key targets.
- The consumer landscape in the EU is very heterogeneous.
- Requires interventions with variable geometry as opposed to the "one-size fits all.





- Targets teachers of 12-18 year olds
- Educational resource of existing content
- Builds a community of teachers who
  - Share knowledge and best practice
  - Jointly build new teaching resources

