



**Directorate General
Health and Consumers**

EU consumer policy and sustainable lifestyles

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**SPREAD Sustainable Lifestyles 2050
26 November 2012**



What is a sustainable lifestyle?

Green products
Bicycle sharing
Environment

Fair trade
Cycling

Sustainable consumption
Avoiding food waste

Economic

Renewable energy
Recycling
Sustainable living

Car sharing
Ethical
Energy efficiency

Vulnerability
Social
Happiness
Time for family friends
Healthy
Sustainable society
Cultural diversity

Physical activity
Healthy nutrition



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.
- Addressing **key challenges**:
 - Increased complexity of markets
 - **Unsustainable consumption patterns**
 - Social exclusion and vulnerability



A European Consumer Agenda – sustainable consumption



- Consumers should be empowered, assisted and encouraged to make sustainable choices
- Take into account consumer needs
- Protection against misleading and unfounded environmental claims
- Availability 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:***

- **Affordability**
- **Availability**
- **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."



Consumer Classroom

- 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**

Thank you !

