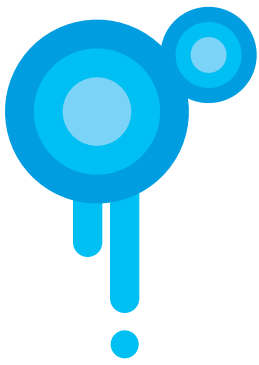


**CONSUME
THIS!**

**BUYING THAT
MATTERS**





CONSUME THIS! Buying That Matters

A Canadian Centre for Pollution Prevention (C2P2) publication, made possible through the funding support of the Ontario Trillium Foundation.

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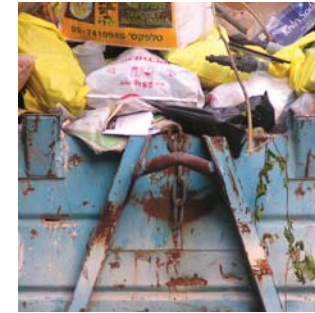
This booklet will introduce Sustainable Consumption, demonstrate alternative ways to consume and present real life examples of young people around the province who **practise sustainable consumption in their daily lives.**

For more resources on topics related to Sustainable Consumption and to provide your opinions on Sustainable Consumption visit our website:

www.c2p2online.com/youth

SPECIES EXTINCTION SMOG DAYS FOREST DEPLETION EXTREME WEATHER EVENTS

Left to Right (top): Kent Waddington, Stock Xpert, C.P. Storm. (Center): Sol Lang, Tai Bright, Michael Surtees. (Bottom): Michelle Hayistorm, John Pettengill, Ned Lyttelton



PART ONE: The Earth's Resources and Sustainability

Environmental changes that seem overwhelming are in the news every day. No wonder we often feel helpless and powerless to act. But there are a growing number of positive forces that are making a difference. One of the strongest forces for positive change is sustainable consumption — an idea gaining attention around the world with industry, individuals and governments.

Sustainable consumption means that we can continue to use or consume goods and services over time, without depleting the natural resources needed to produce these things. It is about making smart choices that meet consumer needs in less material and pollution intensive ways.

Smart choices link our consumption with natural resource limits, to reduce waste and excess, prevent environmental damage and enjoy life.

Consider this:

Although there is no single definition for sustainable consumption, most definitions have the following common features:

- Satisfaction of human needs;
- Favouring a good quality of life through acceptable living standards;
- Sharing resources between rich and poor;
- Acting with concern for future generations;
- Looking at the 'cradle-to-grave' impact of consumption;
- Minimizing resource use, waste and pollution and ensuring everyone has enough for a decent life.

In Canada, most of us have adequate food, shelter, warmth, running water, electricity and transportation. These necessities are provided through the consumption of the earth's resources.

We consume to survive. However, the unwanted remains — waste, trash, or garbage — of products consumed to survive and consumed in excess put human and environmental health at risk.

Consumption is not bad, but there are smarter choices we can make to avoid over-consumption.

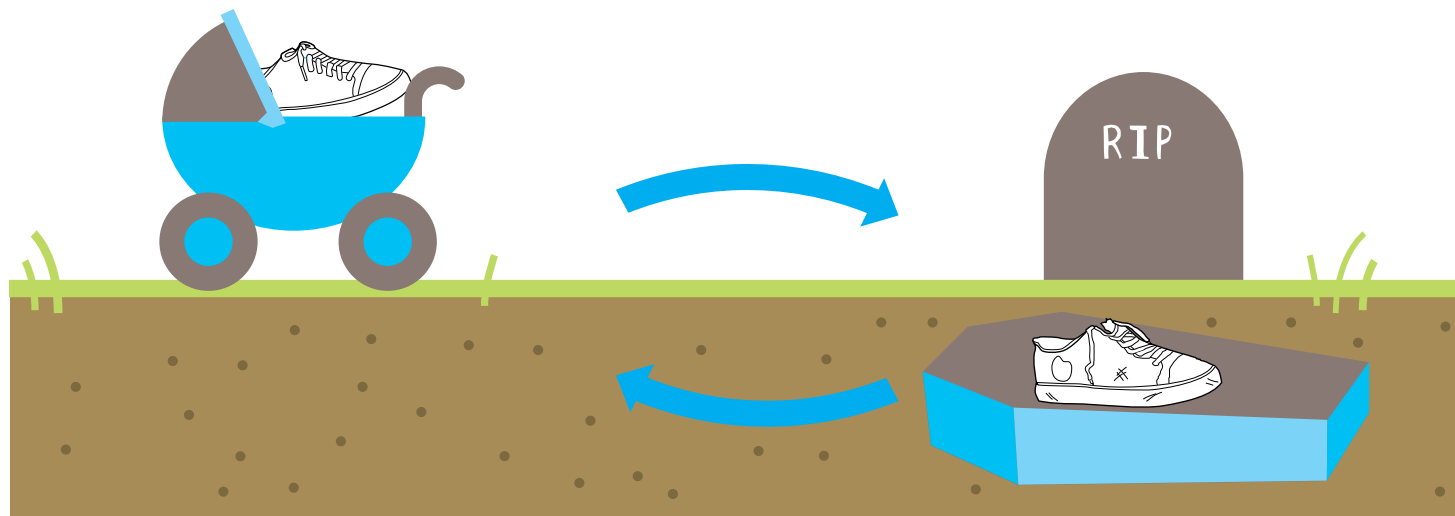
Civilizations have always found creative ways to use natural resources for making products that contribute to our cultural, economic and social development. Natural resources such as water, metals, rocks and petroleum come from the earth. The journey these materials make to become cars, clothes, telephones, paper and computers is complex. Although all products have environmental impacts from production to disposal over-consumption and waste are threatening the balance of the earth's resources.

Photo: Steven Hoang



Did you know?

"Cradle to Grave" is the lifecycle most products follow from raw materials — "cradle" through manufacturing, packaging, transportation, consumption, recycling and disposal — "grave". Each stage of the lifecycle has unique environmental impacts.





WHAT YOU CAN DO:

- Stay informed about world and community events.
- Make smart purchases.
- Re-evaluate your requirements, buy only what you need.
- Make informed choices.
- Avoid or reduce the use of toxic products, or products that have harmful environmental, social and health effects.
- Encourage your local stores to carry the products you want to buy.
- Read labels on products.
- Practice voluntary simplicity. Getting more of what really matters - time, nature, fairness, and fun.
- Ask questions: Ask your school staff what they are doing to understand and reduce the impacts of the products they buy.
- Talk to others, learn about their experiences and share your own.
- Try a small sustainable consumption project at school, home or in your community - like collecting and donating clothing to others.
- Write for your local paper or school paper about environmental leadership.
- Write for local newsletters and encourage sending them by email.
- Encourage smart purchasing among your friends, parents and communities.
- Think about where products come from and where they go when you are finished using them.
- Practise consumption without ownership, through options such as leasing, renting, and sharing.

Photo: Mo Riza



Did you know?

The earth's resources have evolved in unique groupings called ecosystems: biological communities that include the interactions between living things and the land, water, air and climate.

The Earth's Resources

All nonliving and living resources are part of an ecosystem. A tree by itself has value: it provides housing and food for animals including humans, purifies the air, and is pleasing to look at. It provides the raw material for paper, building products and medicine. Many trees together in a forest ecosystem have a different value. They provide nutrients to the soil so other species can grow. They stabilize the soil, absorb rain water and prevent the forest floor from washing away. They make the forest climate cool, and absorb large quantities of carbon dioxide. Trees are of value individually, and collectively as a forest. These valuable goods and services provided by the tree must be kept in balance with consumption.

“Wilderness is not a luxury but a necessity of the human spirit”

- Edward Abbey (Author, 1927 - 1989)

The Earth's resources have two distinct roles: to provide material resources and to provide a measure of human consumption. How does that work? By looking at the quality and quantity of the earth's resources around us we learn about our relationship with nature and whether that relationship is in balance or not.

“If you love this planet —
leave no trace”

- anonymous



Sustainability

“It suddenly struck me that that tiny pea, pretty and blue, was the Earth. I put up my thumb and shut one eye, and my thumb blotted out the planet Earth. I didn't feel like a giant. I felt very, very small.”

- Neil Armstrong (Astronaut, 1930 -)



Did you know?

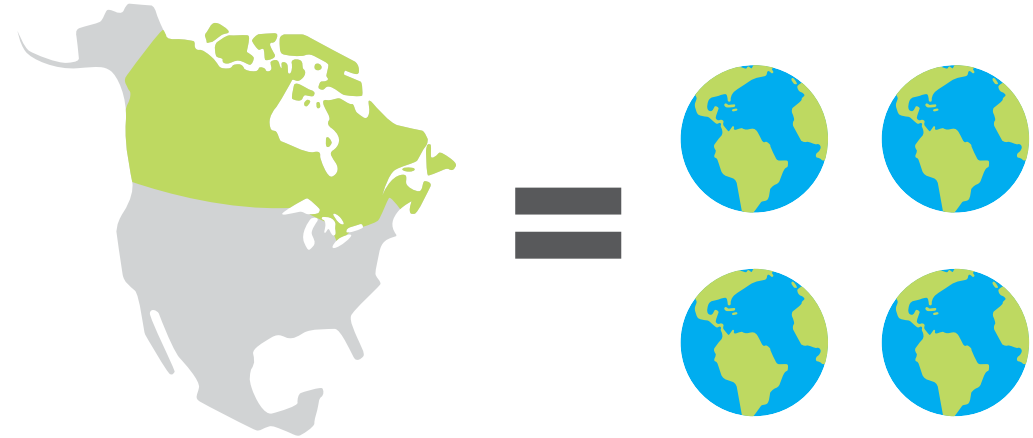
Food Share Toronto reported in 2005 that on average in Canada, local produce is transported 101 km from producer to plate while imported produce is transported a whopping 5643 km.

Sustainability — avoiding depletion of natural resources — involves a complex set of interactions including, human development, environmental resources, quality of life, and economic growth. What cannot support itself is unsustainable and will eventually collapse. The principles of sustainability help to determine the balance of elements — social, economic and environmental — necessary to survive. Sustainability can be difficult to understand; it can mean different things in different situations. Generally, sustainability creates opportunities for new ideas, products, and ways of life. Practising sustainability in even a small way will enhance our surroundings, not deplete them.

The sustainability perspective can be very different from traditional ways of thinking about society, economy, culture and the environment. Disregarding the earth's limits by depleting natural resources without replenishing them, is not sustainable.

WHAT YOU CAN DO:

Purchase locally. Buy food, services and products that are produced, grown or raised as close to home as possible.



A closer look at Sustainability

Society - population

A growing population means increasing demands for resources to support new members of society. Meeting the needs of our growing population requires attention from every individual around the world. In North America, where the level of resource consumption is not in proportion with our population there is a strong argument for changing consumption patterns. If everyone worldwide consumed as much as we do in Canada, four new planets would be needed to support us all. New consumption habits such as producing little or no waste, sharing, and achieving equality will help reduce the burden on our planet while maintaining wellbeing across the globe.

Photos: Arreh Singer

Photo: Andreas Schreyer



Consider this:

The world's population is expected to grow by 50% in the next 50 years to a total of 9 billion people.

(Population Reference Bureau, 2006)



Did You Know?

According to a 2005 report, the Earth Policy Institute demonstrated that the global economy produces \$56,000,000,000,000 (56 trillion dollars) of goods and services each year.

Economy

We must not sacrifice our environment for short term economic benefits. In fact, we don't have to. The economy is the glue that holds society together. Many important decisions are influenced by money. Decisions that you, your family, your school and your country make all involve how much money is available. Often, we don't consider how those decisions will influence society, the environment, and even ourselves down the road.

Traditional economic measures focus on production, jobs, and available natural resources. Traditional economics has a bad habit of not considering the environment and society, resulting in economics that doesn't show the true costs of doing business, the true costs of growth and the true costs paid for by society. Traditional economics sees the forest for paper, fish for food and minerals for steel. Poor air quality from unacceptable production processes, and poverty from inadequate jobs are costs to society. Poor quality of life, weak social relationships and unhappiness are paid for by society in poor health.

Photo: Sol Lang

WHAT YOU CAN DO:

Sustainable consumption helps create a strong economy that uses resources wisely, and avoids or eliminates environmental and social problems. More jobs for designers, inventors and engineers creating environmentally friendly products, developing cleaner production processes and innovative technologies will contribute to an environmentally sound global economy.

In a sustainable economy, buying goods and services that are good for the planet is cool. Services that are good for the community are available, and it is all easy to do.

Environment

Our environment does a good job of providing resources and raw materials for the products that make our lives more comfortable. In manufacturing these products, we sometimes don't do a good job of protecting the environment. Harmful pollutants released to the air, water and soil can make us sick. As consumers, we have a right to ask producers to be more careful. One way to influence producers is through our choice of the products we buy. We can choose products that conserve natural resources, save energy and prevent waste.



Top: Urbanspace Property Group. Right: Stock Xpert



WHAT YOU CAN DO:

Easy ways to find products that help protect the environment:

1. Buy durable products, so you don't need to replace them as often.
2. Buying fewer products to meet your needs means less resource consumption and less waste.
3. Buy food, products and services that are grown, or produced as close to your home as possible.
4. Buy used or reusable products. Often other people's trash is just the treasure you were looking for.
5. Look for recyclable products and ones with recycled content. Recycling reduces the amount of raw material needed for new products. New technologies and designs enable the wide use of recycled materials.
6. Avoid products with excess packaging. It is best to buy products with no packaging, or returnable, reuseable or recyclable packaging.
7. Share or trade your products with others. Use the library, rent DVDs and video games.



Did You Know?

Old tires can be made into shoes, old glass bottles into house insulation, and plastic bottles into fleece fabrics.

Culture

A sustainable economy and environment make room for a sustainable way-of-life or culture. History is the story of our culture, and helps us remember and share the customs, knowledge, wisdom and skills that we have developed to solve challenges. A strong cultural foundation helps us protect the environment because we can use lessons from history in new ways to solve new challenges.

Photo: David Tames

PROFILE: Bikechain

To many new students, the University of Toronto (U of T) campus seems as big as a small town. When classes are at opposite ends of a sprawling campus, the bicycle is a great way to get around. In 2004, U of T student Carlene Thatcher-Martin was thrilled when her idea for a student run service to promote safe biking became a reality.

Her 'Bikechain' project is now supported by the Sustainability Office where Carlene works. Bikechain has six part-time students in the shop who train other students how to fix their bikes, ride defensively and prevent bike theft. As a full time employee of the Sustainability Office, Carlene continues to expand Bikechain's services. Students new to biking and those who rely on their bikes to get around now have an affordable way to keep their two-wheels in top shape!



In 2005, Bikechain won the 'Healthy U of T' award for promoting active transportation, and ultimately reducing greenhouse gas emissions. Carlene is working with U of T and the City of Toronto to keep the roads in good condition and provide adequate road space for cyclists. Every year the program gains popularity with more and more people riding safely, less bike theft and positive environmental results; thanks to Carlene and her approach to sustainability in action at Bikechain.



Sustainability Office
University of Toronto

“BE THE CHANGE
YOU WANT TO SEE
IN THE WORLD”

- Mahatma Gandhi
(Political and Spiritual Leader, 1869-1948)

PART TWO: Sustainable Consumption for Everyday

Why is sustainable consumption an issue today? Product and technological innovations have reduced the energy and material intensity of many consumer goods. However, the increasing volume of goods used and discarded, with the increasing consumer demand have outweighed many of these gains. **In North America we need to make smarter choices and smart choices are influenced by many things.**

Consumer Values

Our values are influenced by family, friends, school, and the media among other things. Material goods are important to each of us in various ways. They fulfill functional needs for example; a warm coat is essential during a Canadian winter; a pot to cook meals in at home; or, a computer to complete school assignments. In daily life, we use many material goods to provide the comfort, safety and quality of life we expect. Some goods are culturally important. They vary between cultures, can be different for each individual and are much more difficult to classify. In addition, the values we place on goods and services are constantly changing.

The dominant values of the day strongly influence the quality and price of goods and services available. A shift in consumer values can have an enormous impact on the products we see on shelves. Today, organic food is more widely available in Ontario supermarkets than ever before, because consumers request food that is healthy and doesn't harm the land it is grown on. Growers and supermarkets meet these demands by making organic food available. **Together consumers and producers are creating a shift toward sustainable consumption.**

Photo: Tim Bayman



Producer Values

A brief introduction to the very important “other half” of consumption. Not mentioning production is like pretending all products and services fall out of the sky into our hands. Products and many services we use have lives that start long before they reach us. Producers consider many things, including where their materials come from, which means **producers are consumers too**. They think about meeting consumer needs, influencing consumer behaviour, and creating and advancing their products and services, to ensure business success.

Just as there is a wide range of consumer values, there is a wide range of producer values. As values lead to changes in behaviour, producers can select sustainable production options to improve their business practices, protect the environment, and provide more sustainable products and services for the market.

Consider this:

There are many companies in Canada and the United States already practising **Sustainable Production**. These companies use pollution prevention, eco-efficiency and cleaner production. Green dry cleaners around Canada offer consumers environmentally preferable cleaning processes including;

- cleaning clothes without toxic solvents such as perchloroethylene
- collecting and reusing hangers
- recycling plastic bags

To find a green drycleaner in your neighbourhood go to: www.c2p2online.com/greendrycleaner

WHAT YOU CAN DO:

- Reuse CDs, DVDs, video games and books
- Set up a swap day at school
- Create a library for sharing materials
- Organize a sale for used items at fund-raising events

Lifestyle

Your lifestyle is central to your consumer behaviour. Who you are and the **needs and wants** you have dictate what, how much and when you consume. On the other hand, what, how much and when you consume also influences your lifestyle. Your lifestyle gives clues to those around you that you have something in common. Finding individuals with common lifestyles or interests helps to build community ties and makes society stronger.

Did You Know?

Youth are bombarded by marketing campaigns trying to sell identity and image through products. Buying products for status creates obstacles to sustainable consumption. Understanding how marketing, consumption and the environment interconnect will help you make smart choices in a sea of advertising pressures.





“I’m living my life, not buying a lifestyle.”
 - Barbara Kruger
 (Artist, 1945 -)

When we think about the things we want, we can reflect on how important those things really are. The time needed to plan and save for a major purchase is time we can use to think about our **quality of life**. Products and services alone do not provide the quality of life we may dream about. Seeing movies is a lot of fun, but seeing movies with a friend is even better. The time you put into creating friendships is an investment in our quality of life.

Consumer Behaviour

Values alone don’t influence behaviour, there are many factors that affect what we purchase. We can watch consumer behaviour in action by looking at the products and services society consumes. Companies are always interested in what, how, and why individuals and societies consume. They spend money on market research to make sure their products and services will be popular.

Photo: Cathy Cole



Photo: Stock Xpert



Consider this:

What factors influence your behaviour?

- Values
- Trends
- Personal Experience
- Recommendations of others
- Habits
- Routines
- Social acceptance
- Availability of products and services
- Price

The unavailability of products and services can be a huge barrier to changing consumer behaviour. Many things that influence consumer behaviour are beyond our control. The sustainable products you want to buy may be too expensive, or not available at your favourite stores. Sometimes to change your behaviour you have to change the behaviour of those around you too.

Did You Know?

Your parents are listening to you -

Your influence affects what your parents buy. Retail researchers say that three out of every four kids influence what food is bought and DVDs are rented on a regular basis. Many kids even influence which car their parents buy.

(Consumer Kids Marketing Conference, 1999)



PROFILE: Clean Air Champions

Clean Air Champions

Clean Air Champions (CAC) is a national charity working with over 120 Canadian athletes who are passionate about physical activity and the health of our environment. These athletes help to improve air quality by motivating and educating Canadians to adopt practices and lifestyles that enhance both environmental and personal health. Most of CAC's programs are geared towards youth in schools and communities across Canada.

For more information please visit:
www.cleanairchampions.ca

Olympic Silver Medalist in cross-country skiing Sara Renner is a Clean Air Champion because; "We all have a vested interest in clean air and water and it is essential to life. I have a personal responsibility to reduce my consumption and hope I can lead by example."

With over 25 medals in triathlon Marc Martel is a Clean Air Champion because; "It gives me a chance to educate others and motivate them to play their part in changing our world before it will change us. I am dedicated to facilitating change to ensure we preserve our environment and keep our air clean so that our world will be a better and healthier place to live in."



Consumption

Consumption levels around the world are rising, especially in economically developed countries like Canada and the United States. The Organization for Economic Co-operation and Development (OECD) reported in 2005 that Canadians produced 380 kg of municipal waste per person per year. Household waste contributes to several environmental problems, including habitat destruction, surface and groundwater pollution and air and soil contamination. To reduce or eliminate these negative impacts, we must change our consumption habits, and practice sustainable consumption.

Learning to make sustainable consumption decisions helps us **connect with the consequences of our choices**. Making smart choices can improve our quality of life today, as well as in the future.

Finding a Balance: Satisfying desires as consumers and responsibility as citizens

One way to test your sustainable consumption knowledge is to use it in deciding how to spend your money on the things you like, and need, to make you happy and safe. The action of buying is very simple, but sometimes getting the money in the first place can be difficult. The decision about what to buy and where to buy it may be even more difficult. Everyday around the world, thousands of people like you make decisions about how to spend their money. Some think about how their purchase will change their life, some think about how their purchase will change the lives of people around them. Those who think about sustainable consumption, think about how their purchase will change the planet.

WHAT YOU CAN DO:

The key to practising sustainable consumption is to be aware of how your decisions to consume impact you, the people around you and the planet.



Children extract copper from discarded computer parts in New Delhi, India. Photo: Greenpeace/Hatvalne



Consider this:

Your act of buying a new pair of shoes seems small, and individually it is. However with millions of others also buying new shoes, the impacts don't go unnoticed.

True Costs of Products and Services

Price is important when deciding what to buy.

But does price tell the whole story? There are many other costs to think about associated with your purchase. Costs that may not be reflected in the price alone.

Environmental costs borne by society:

- Removing raw material from the Earth
- Material wastes
- Water, air and land pollution from manufacturing
- Packaging waste disposal
- Emissions from transporting products
- Product disposal at life's end

Social costs borne by society:

- Satisfactory working conditions for staff
- Health costs

Costs to green a product:

- Labelling
- Certification
- Investment in new technology
- Research for new materials



Consider this:

What are some of the hidden costs attached to your purchases?

Distribution of wealth: Buying Power and responsibilities

You probably have things at home from places you have never been. The manufacturing of these products provides jobs and income to people around the world.

- But were the people that made them paid fairly?
- Were their working conditions satisfactory?
- Were the manufacturers polluting the environment?
- Are the products we consume in Canada providing healthy communities where they were made?

Buying Power

Having the dollars to exercise your buying power isn't available to everyone, everywhere. Millions of people use every cent they have to pay for food, shelter and clean water.

When we select and pay for a product or service, it is reasonable to expect that what we buy will be environmentally acceptable. Products that don't harm others or the planet while they are being made, don't harm you because of the materials used, and don't harm the earth when they are disposed of. Having the resources to make decisions about consumption comes with the responsibility for making smart choices.

Consider this:

Thinking about people and the planet:

- Where are the clothes made, that you buy?
- Look at the tags on your clothes to find out

WHAT YOU CAN DO:

You have the power to make decisions about how you want to contribute to the health and well being of society. Exercise your buying power to protect the planet.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

- Margret Mead (Anthropologist, 1901-1978)

Photos: (top) Arieh Singer, (Left): Paolo Massa

“WHEN WE ALL
WORK TOGETHER,
EVEN THE SMALLEST ACTIONS
TO PROTECT
THE PLANET
CAN TURN INTO
SOMETHING HUGE.”

- Leonardo DiCaprio
(Actor, 1974-)

Left to Right (top): Stock Xpert, Kim Julia, Urbanspace Property Group. (Center): Brent Gilliard, Stock Xpert, Stock Xpert. (Bottom): Stock Xpert, Anonymous, Jeff Werner.



PART THREE: Making Smart Choices

Everyday, each of us have opportunities to make well-informed choices that contribute to the well-being of our communities and natural environment. Reading this section will help you understand the terms and ideas you need to start making well-informed choices through the dollars you spend.

Sustainable Production

Before you can consume a product or service, it must first be created. Production consumes physical and human resources – consumption and production are inseparable. Combined, sustainable consumption and production are intertwined strategies for making human activities more sustainable.



Sustainable production is the creation of products and services using production processes that are non-polluting, conserve water, energy and raw materials, and are beneficial to the well-being of workers, communities and consumers.

When production processes are not sustainable, we as consumers need to be concerned, and to turn this concern into action. Many ideas and tools already exist to help producers and consumers make smart choices. Here are examples of how some of them are used.

Life Cycle Assessment (LCA) -

Life Cycle Assessment is a useful tool for identifying potential environmental damage during the entire life cycle of a product or service from “**Cradle (raw materials) to Grave (disposal)**”. A product or service life cycle has linked stages, each with material, energy and human inputs and

outputs. These stages include all raw material harvesting, production, packaging, promotion, transportation, consumption, recycling and disposal activities. You don’t have to be an expert in LCA to start thinking about where products come from and where they go when you are finished with them.

For an example of life cycle assessment, let’s look at a t-shirt. As with most products, the t-shirt’s life cycle begins with the extraction of raw materials from the ground. The materials and energy are used in manufacturing, transportation, use (i.e. wearing and washing of the t-shirt), and eventual donation, reuse, recycling or disposal as shown in the diagram. Life cycle assessments help consumers and producers make informed product choices and can help change what happens at each stage of the product’s life cycle.



Did You Know?
Bill McDonough, American architect and designer uses his idea “**Cradle to Cradle design**” to ensure all elements of a product can be reused or returned to the soil as non-toxic nutrients.

Product Life Cycle

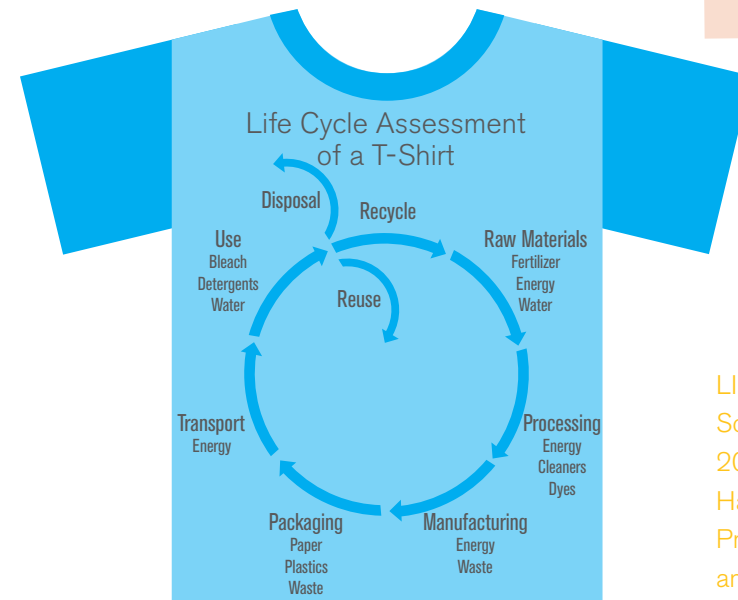


Photo: Courtesy of William McDonough, <http://www.mcdonough.com>

LIFE CYCLE OF A T-SHIRT
Source: Worldwatch 2003. Purchasing Power: Harnessing Institutional Procurement for People and the Planet.

Consider this:
What lifecycle stage do you think about when you buy something new?

Extended Producer Responsibility (EPR)

It helps to think of products and services in terms of a life cycle or chain which captures the production (upstream) and disposal (downstream) impacts of resource consumption. We all have a part to play in sustainability. 'Extended producer responsibility' (EPR) is one role manufacturers can play in achieving sustainability.



Traditionally, once a product leaves the manufacturer, it becomes the environmental burden of consumers and local governments, particularly at the end of its useful life. Too often, used products end up in municipal landfills. Some municipal waste diversion programs exist that manage specific waste products such as household hazardous waste (e.g. paints and batteries), white goods (e.g. refrigerators and freezers) and electronic equipment (e.g. computers and cell phones).

Old fabric can be sewn into reusable shopping bags, helping to keep hundreds, if not thousands, of plastic bags out of landfills.
Photo: Luce Beaulieu.
Bags by POSCH



EPR shifts responsibility for a product's final disposal to the producers and away from consumers and local governments. This results in an incentive for the producer to take environmental considerations into the design of the product, so it doesn't become a disposal problem. If you have ever returned a glass bottle to the shop where you bought it, you have participated in Extended Producer Responsibility.



Consider this:
What if there was a way to encourage manufacturers to design products that never end up as waste? **Design for the Environment (Dfe)** ensures that product and process designs make consideration for the environment a priority. Dfe is an approach that many governments around the world are considering to encourage innovative product design.

Eco Design

Product design must come before production. Like other life cycle stages, product design has environmental impacts. Eco Design is about using fewer materials to produce or provide the same products and services. Also, it's about **ensuring products and processes contribute to the health of the natural environment**, rather than becoming waste. An Eco Designed product does not become waste at its life's end. It can, for example, be tossed onto the ground to decompose and become plant and animal food, rebuild soil, or return to production cycles as raw materials.

Consider this:

Furniture fabric Climatex® Lifecycle™ was designed with cradle to cradle principles. The result: the fabric trimmings are made into felt and used by garden clubs as mulch for growing fruits and vegetables, returning the textile's biological nutrients to the soil.

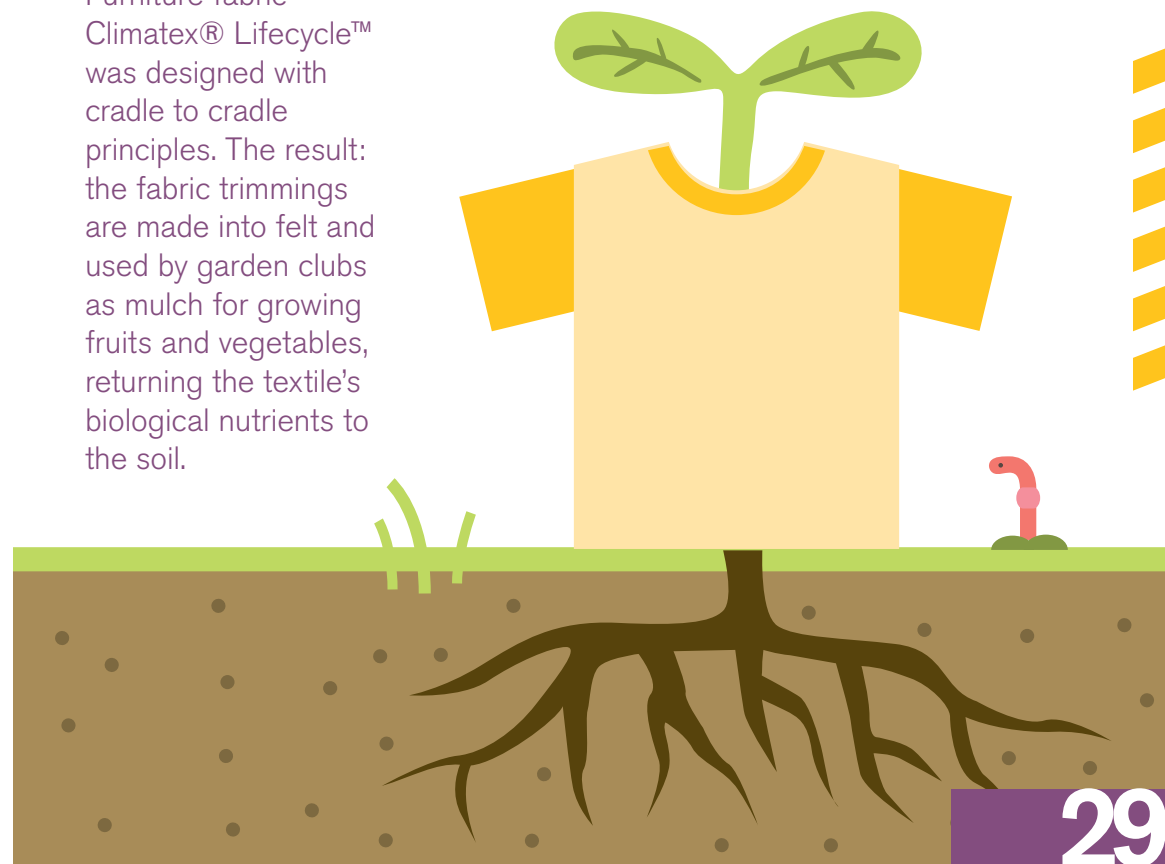


Photo: Tonx

Consumer Right-to-Know

More and more community members (workers, groups, and individuals) want access to government or industry information on chemical substances used that might pose a risk to health or to the environment.

Products and services with toxic substances can damage the environment and human health when used, discarded, or even recycled. For consumers to make informed purchasing choices, they need full, truthful and reliable information about what products and services contain and from where they come.

This information is available in many different formats, including: databases, labelling, posting and public education. Computer technology has created opportunities for instant and universal transportation of information. The Internet offers immediate public access to environmental data.

“Need, abilities and opportunity shape individual choice”
- anonymous

Ecolabelling

An ecolabel certifies that an organization's environmental practices, or products, voluntarily meet certain pre-determined criteria or standards. Although an organization can award a label to itself, the label's claims are more credible if verified by an independent third-party auditor. Environmental Choice's EcoLogo is North America's most widely recognized and respected environmental certification mark, with over 300 categories of products.



Although ecolabels make buying easier — some really good products and services lack an ecolabel. If you really want or need something and it doesn't have an ecolabel, do your own research, or use the suggestions in this guide to determine if a product is sustainable and worth buying. You might be surprised at what you find.



What's in that Soccer Ball?

From the list below, match the raw material found in the Earth to the product used in making soccer balls:

Product:

- 1) Plastic
- 2) Natural latex rubber
- 3) Glue
- 4) Silicone
- 5) Cotton

Source:

- a) Plants
- b) Animal bones, fish, starch, milk protein
- c) Plant extract
- d) Crude oil
- e) Earth's crust

Answers on next page

Did You Know?

The Power of Ecolabels

Ecolabels help consumers navigate the sea of products and services when searching for those with less environmental impact. Though the number of products and services carrying ecolabels is relatively small, labels are now found on everything from fridges to toys to paper.

The power of ecolabels is their simplicity. You need no special knowledge to select the most environmentally friendly product since the technical evaluation has been done for you — just look for the symbol!

Photo: Rob Harrison





Certifiers include government agencies, nongovernmental groups, professional or private groups, and international organizations.

- Energy Star: indicates energy-efficient items. Look for this logo when buying electronics such as TVs, DVD players, and computers
- Environmental Choice's EcoLogo can be found on hundreds of products from cleaners to paints to furniture
- Organic Certified is on food items

How to Practise Sustainable Consumption

Sustainable consumption can be different for everyone. Consumption is influenced by many different things. In many places, it is strongly affected by the available products and services.

Making smart choices is only half the challenge; you might have to ensure there are sustainable products and services to choose from in your community. Sustainable consumption may be a lot of work at first, but you can have lots of fun learning about the things you use, where they come from and where they go when you are done.

Making Day to Day Decisions: Using our dollars wisely

You can do a lot as an individual when choosing to buy a product or service. First, **ask questions**: where does the product originate; how much energy does it use; what is it made of; and, what will happen to it when you are finished using it.

“Look deep into nature, and then you will understand everything better.”

- Albert Einstein (Physicist, 1879-1955)

WHAT YOU CAN DO:

Here's how to start spending your dollars wisely:


- Vote with your dollar – Buy from companies committed to sustainable principles. Shop green: tell companies you care about the environment and your community.
- Purchase locally when possible to reduce transportation emissions.
- Share with your friends - Swap with friends, instead of buying new products; or rent first to see if you really want to own it.
- Make smart purchases - Ask yourself if you really need it. If so, try an alternative, like renting a DVD instead of buying, or sending a free e-card instead of a paper birthday card.
- Use the least toxic product available.
- Buy durable products - Instead of buying disposable products, buy things that last, such as reusable containers and rechargeable batteries.
- Avoid excess packaging - Look for less packaging or reusable or recyclable packaging.
- Buy used - Buy things others have enjoyed, your purchase won't consume more materials. For instance, buy used books, DVDs, or borrow them from the library to reduce the environmental impact of production.
- Buy recycled - Look for items with recycled-content, such as recycled paper and plastic. Try starting with school supplies, i.e. recycled notebooks, pens and paper.



What's in That Soccer Ball?

Answers

- 1 - d
- 2 - c
- 3 - b
- 4 - e
- 5 - a



PROFILE: The Power of Litter- Less Lunches

Toronto based grade five student Ayla Shiblaq decided to research practices and habits that might reduce the wastes generated at her school. Through her research, she quantified how much garbage could be reduced by replacing disposable lunches with litter-less lunches. Over a five school-day period, data was collected on litter from disposable lunches, compared with that from litter-less lunches. The results were amazing! Ayla estimated disposable lunches at her school resulted in over 22 kilograms of waste per day from 180 students – litter-less lunches could eliminate over 4 tonnes of waste, per school year.

Overall, Ayla demonstrated that everyone has a role to play in protecting the environment – you are never too young, nor your group too small, to play your part.

In 2006, Ayla achieved first prize for her project from her school. She has also won two prizes at the Canada wide Virtual Science Fair.

How about asking your school to promote litter-less lunches?

HOW TO PACK LITTER-LESS LUNCHES:

Do include:

- Sandwiches or salads in reusable containers
- Whole fruits without packaging
- Drinks in reusable containers, like a thermos or in recyclable ones, like a can, glass or tetra pak
- Snacks purchased in bulk and brought in reusable containers
- Cloth napkins, reusable spoons and forks
- Take compost material home or use a worm composter

Don't include:

- Individually wrapped snacks
- Plastic baggies that are not reusable
- Disposable forks and spoons
- Straws

Young people around the world are telling us what they think.

IT'S EASY!

- Print and mail us the card below **OR:**
- Fill out the online survey by **clicking here:**

For more information:

Contact us!
Phone: 416.979.3534
Toll Free: 1.800.667.9700
E-mail: info@c2p2online.com

Check the website:
www.c2p2online.com/youth



Detach here!

I'M A SUSTAINABLE CONSUMER!

Stay in touch. Let us know what you're up to by checking the boxes below!

- | | yes | no |
|--|--------------------------|--------------------------|
| • I read the sustainable consumption booklet | <input type="checkbox"/> | <input type="checkbox"/> |
| • I told someone else to read the sustainable consumption booklet | <input type="checkbox"/> | <input type="checkbox"/> |
| • I have been using some of the ideas in the sustainable consumption booklet | <input type="checkbox"/> | <input type="checkbox"/> |
| • I would like to know more about the ideas in the sustainable consumption booklet | <input type="checkbox"/> | <input type="checkbox"/> |
| • I would like to add my comments to the sustainable consumption website | <input type="checkbox"/> | <input type="checkbox"/> |

Contact (optional): _____

Stamp

Canadian Centre for Pollution Prevention
215 Spadina Ave.
Ste. 134
Toronto, ON
M5T 2C7



PARTING THOUGHT

In your life combine:

- 1) A balance of your needs and wants
- 2) A blend of the possibilities you learned in **CONSUME THIS! BUYING THAT MATTERS**
- 3) A concoction of all the new possibilities you and your friends and family can think of

Then Mix with:

- 1) Fun
- 2) Smart Choices and
- 3) Sustainable consumption practices everyday, even on your birthday!

Result:

- 1) You are part of the world-wide change which recognizes natural resource limits, reduces waste and excess, prevents environmental damage and increases social equality for an enjoyable life.

SELECTED RESOURCES:

Canadian Centre for Pollution Prevention
www.c2p2online.com

Empowering Young Consumers for a Better World. UNEP.
www.youthXchange.net

Make A Difference Campaign for Middle School Students. U.S. Environmental Protection Agency.
www.epa.gov/epaoswer/education/mad.htm

Resource Kit on Sustainable Consumption and Production. UNEP.
www.unep.org/PDF/sc/SC_resourcekit.pdf

World Wildlife Fund and Centre for a New American Dream.
www.ibuydifferent.org