

170

ACTIONS

TO EMBRACE A SUSTAINABLE LIFESTYLE



MAKE THE WORLD SUSTAINABLE NOW



Genève
internationale
Peace, Rights and Well-Being



UNITED NATIONS
GENEVA



INTRODUCTION



The way we live, eat, drink, shop, consume and produce indirectly impacts several of the Sustainable Development Goals. As a matter of fact, Sustainable Consumption and Production (SCP) is closely interlinked with nearly all other goals and, therefore, the achievement of SDG 12 will also have a positive impact and be a significant step to reach other goals. To put it simply, if we act and lean towards more sustainable lifestyles by simply making little changes in our daily life, not only will we be more sustainable consumers and producers, but we will indirectly contribute to the mitigation of climate change (SDG13), the reduction of inequalities (SDG10), poverty (SDG1) and hunger (SDG2).

By 2050, if current consumption and production patterns remain unchanged, the planet will need 183 billion tons of material every year which, in addition to representing three times today's amount, will be impossible to sustain. These 170 Actions may appear as little impactful for you as an individual, but keep in mind that 7.9 billion people making a little effort goes a long way.

BEFORE YOU START, KEEP IN MIND THAT...

This booklet is part of the “170 Series” launched by the Perception Change Project of the UN. It gives you 10 suggestions for each of the 17 SDG goals about what you can do daily to adopt a sustainable lifestyle by changing patterns of consumption and production.



■ The human activity of production and consumption is extremely intertwined and has complex value chains - this is why we stress the word "sustainable" in the sense that the actions you take should possibly contribute to alleviate a problem at its roots and not just getting rid of "symptoms".

■ We all live in different surroundings, climates, social and economic spheres and landscapes, health conditions and carry different responsibilities. So not all ideas may be applicable to every single person.

■ The ideas in this booklet are basic - adapt the ideas to your personal environment, such that they make sense being put into practice where you are.

■ In general, it's about aspiring the balance. It would be wrong to say that the whole world population must reduce its consumption, as a significant part of the world's population has hardly any access to basic living requirements. Still, try to keep in mind that it is generally about asking yourself if you need something and if yes, how much you need it, or if there would be a more environmentally friendly alternative to it.

■ While greatly inspired by the UN's 17 Sustainable Development Goals, some of the ideas provided may seem to go beyond this scope. Sometimes, the ideas complement the SDGs well, and sometimes certain ideas align with more than one goal. This further portrays the intersectionality of climate change, and how there are endless opportunities to tackle it, if we all work together.

GOAL 1 NO POVERTY

1 NO
POVERTY



ACTIONS 1 TO 10 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 1 | Support businesses which help reduce post-harvest food loss and waste in developing countries.

ACTION 2 | Purchase products of fair-trade origin to make sure workers are fairly treated and rewarded for their work.

ACTION 3 | Volunteer with associations which are providing universal access to basic social services.

ACTION 4 | If you have the means donate some money, as little as 5\$ can grant access to necessities for those in need.

ACTION 5 | Promote access and transfer of knowledge, skills and technology.





ACTION 6 | Respect human and social rights!

ACTION 7 | Learn about the impact that a sustainable lifestyle can have on reducing poverty.

ACTION 8 | Try to avoid overconsuming, buy only what is necessary.

ACTION 9 | Instead of throwing away, donate what you don't use anymore.

ACTION 10 | Donate clothes and products to local and international charities.



GOAL 2 ZERO HUNGER

2 ZERO HUNGER



ACTIONS 11 TO 20

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 11

Enhance knowledge and introduce structures to reduce unnecessary food waste.

ACTION 12

Become a more conscious food consumer. Eat less meat.

ACTION 13

If you can, compost or grow your own vegetables.

ACTION 14

As a company, join the Zero Hunger Challenge which aims, through a collective drive of stakeholders and businesses to end malnutrition and build sustainable food systems.

ACTION 15

If you are in charge of a company in the alimentary sector, sell imperfectly produced goods at a reduced price or donate them to charities.





**ACTION
16**

Buy locally!

**ACTION
17**

Get informed about world hunger, this will increase your knowledge and prepare you to act.

**ACTION
18**

Purchase food (at a great price!) from no-food-waste platforms.

**ACTION
19**

Don't waste food! Consume what you purchase or freeze products before they go bad.

**ACTION
20**

Support food aid programs to fight hunger in the world.



GOAL 3

GOOD HEALTH AND WELL BEING



ACTIONS 21 TO 30

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 21 | Keep in mind that reducing consumption, especially in developed countries, does not constitute a threat to our quality of life but increases our ability to live better while, at the same time, reducing our environmental footprint.

ACTION 22 | Invest in workplace health and well-being as many non-communicable diseases, mental illnesses and stress negatively affect the employee's lifestyle and consumption.

ACTION 23 | Encourage the production and consumption of organic goods.





ACTION
24

Mostly in developing countries, workers put their health at risk when working in mining or handling dangerous chemicals. Therefore, if you can, support associations that strive to reduce those risks.

ACTION
25

Reduce the amount of meat and dairy as well as highly processed food in your diet, it can make a big difference for the planet and your health.

ACTION
26

Just walk if you can, instead of taking transport.

ACTION
27

Push for the institutionalization of programs promoting basic hygiene practices in schools, especially in developing countries. This can have a major impact in reducing diseases.



GOAL 3 GOOD HEALTH AND WELL BEING

3 GOOD HEALTH
AND WELL-BEING



ACTION 28

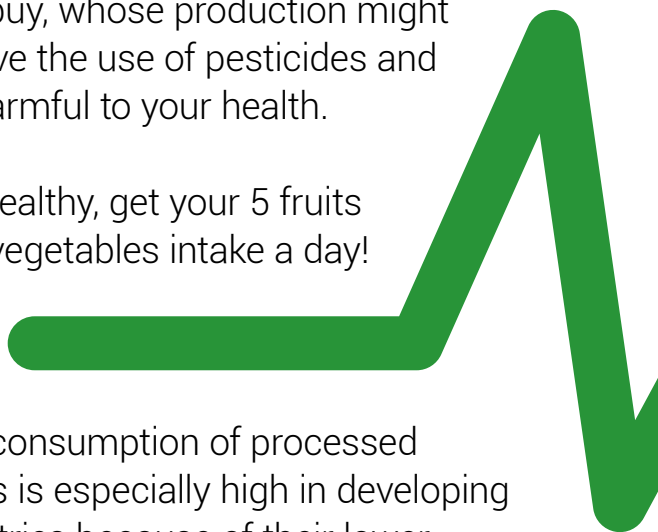
Beware of the fruits and vegetables you buy, whose production might involve the use of pesticides and be harmful to your health.

ACTION 29

Eat healthy, get your 5 fruits and vegetables intake a day!

ACTION 30

The consumption of processed foods is especially high in developing countries because of their lower prices, advocate for worldwide and affordable access to nutritious foods.





GOAL 4

QUALITY EDUCATION

4 QUALITY
EDUCATION



ACTIONS 31 TO 40

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 31 | Push for an increase of public awareness for consumers via informative instruments and campaigns.

ACTION 32 | Support local organizations which provide relevant information, knowledge, and necessary skills to act with regards to responsible consumption and production.

ACTION 33 | Encourage your government to include education for sustainable development in the education system.

ACTION 34 | If you are a student, ask your teachers to talk about sustainable practices.

ACTION 35 | Create a blog to share your sustainable lifestyle!





**ACTION
36**

Subscribe to reliable newsletters about sustainable consumption and production and watch out for fake news!

**ACTION
37**

Find the time to follow online courses about Sustainable Consumption and Production.

**ACTION
38**

Read books and show videos to your kids. Educating the next generation from the youngest age is of crucial importance!

**ACTION
39**

Learn new sustainable practices from the younger generations.

**ACTION
40**

Donate your old schoolbooks and supplies instead of throwing them away, not everyone can afford new ones.



GOAL 5 GENDER EQUALITY

5 GENDER
EQUALITY



ACTIONS 41 TO 50 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 41 | Support organizations engaging in the right of women to vote as women are still not able to vote in some countries.

ACTION 42 | Invest in public transportation as it benefits women. According to UN Women, women rely on public transportation more than men do.

ACTION 43 | Be aware that the production industry across several sectors take advantage of women with unfair work agreements and exploitation, thus, encourage companies to offer adequate, transparent and fair working conditions for both, men and women.





**ACTION
44**

Support campaigns and initiatives fighting for the rights of women in the production industry as most women are employed in low-skill, lower wage and labour-intensive jobs in the production industry, especially in developing countries.

**ACTION
45**

Don't choose the color of your clothes according to stereotypes.

**ACTION
46**

Encourage initiatives to bring down legal barriers restricting economic opportunities for women to have equal opportunities as consumers than men.

**ACTION
47**

Learn how businesses can accelerate achieving gender equality.



GOAL 5 GENDER EQUALITY

5 GENDER
EQUALITY

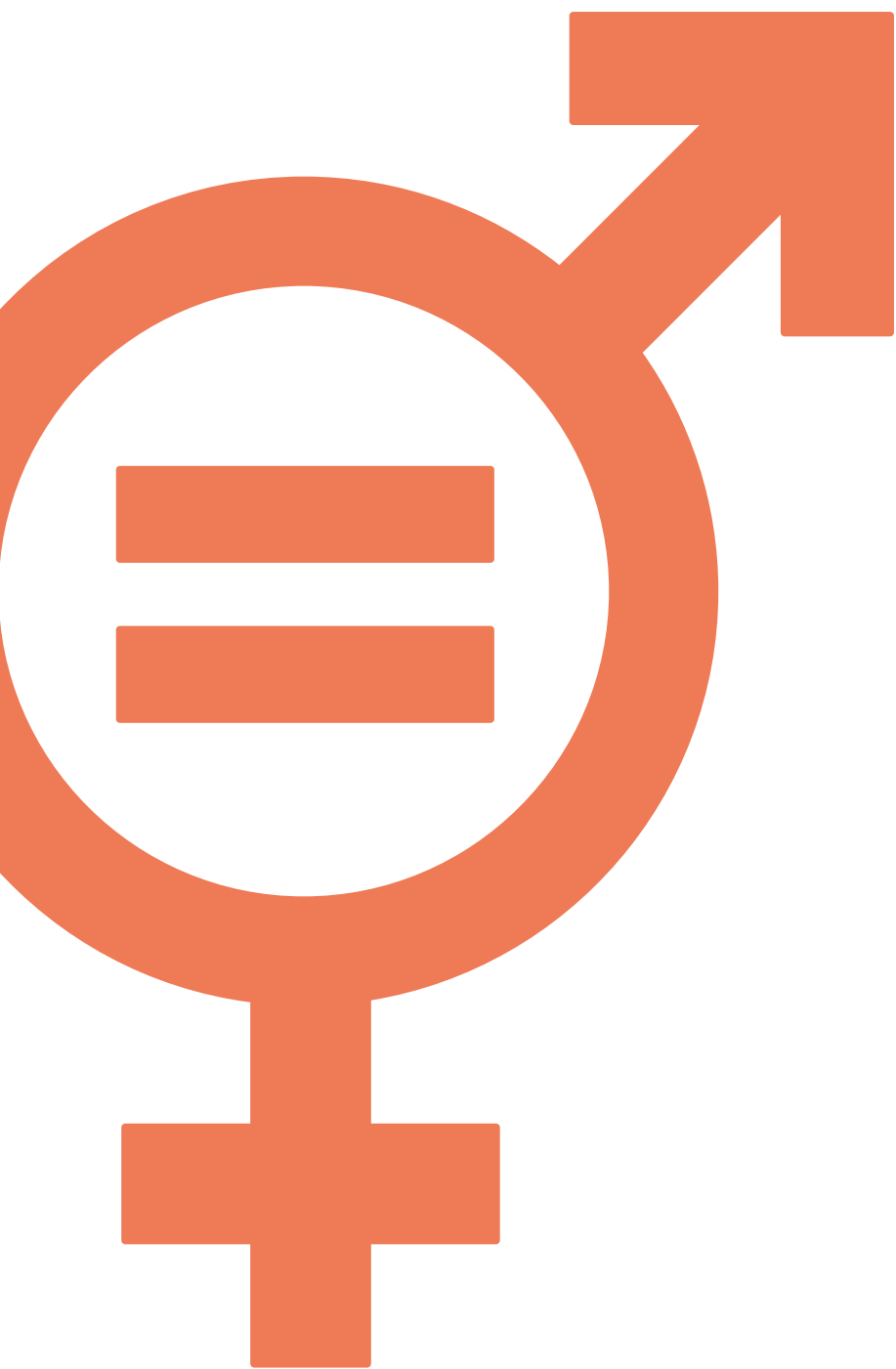


**ACTION
48** | Engage in conversations about the role of women and men in the consumption and production arena.

**ACTION
49** | Know your consumption rights and don't be scared to speak up!

**ACTION
50** | Support sustainable development projects taking gender parity into consideration.





GOAL 6 CLEAN WATER AND SANITATION

6 CLEAN WATER
AND SANITATION



ACTIONS 51 TO 60

TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 51** | Be aware of water scarcity and therefore try to control your consumption by saving water in your daily life.
- ACTION 52** | Educate children about water waste to ensure water-conserving habits from a young age.
- ACTION 53** | To avoid water shortage, start timing your showers. You can also get a shower timer; less than five minutes is ideal.
- ACTION 54** | Advocate for governments and partners to increase access to clean cooking.





ACTION
55

Donate to organizations which are investing in infrastructures needed to deliver clean water, especially in developing countries.

ACTION
56

The consumption of non-drinkable water remains one of the main causes facilitating the spread of diseases in developing countries. Support NGOs working to offer access to clean water for all.

ACTION
57

Avoid buying products from companies pouring chemicals in water resources.

ACTION
58

Drink tap water if you can!



GOAL 6 CLEAN WATER AND SANITATION

6 CLEAN WATER
AND SANITATION



ACTION 59

When hiking drink spring water that can be purified with an outdoor water filter tablet.

ACTION 60

Make your own cleaning products to avoid pollution of the groundwater. It only takes three basic ingredients: for example, white vinegar, water and lemon rind.





GOAL 7

AFFORDABLE AND CLEAN ENERGY

7 AFFORDABLE AND
CLEAN ENERGY



ACTIONS 61 TO 70

TO EMBRACE A SUSTAINABLE LIFESTYLE

- ACTION 61** | Consume from businesses that introduce projects towards the transition from fossil fuel to zero carbon use and production.
- ACTION 62** | Hang your wet clothes on a drying rack instead of using a powered dryer.
- ACTION 63** | Switch to energy efficient LED or CFL light bulbs. They are environment-friendly and last much longer.
- ACTION 64** | Turn off the lights when you go out! It only takes a minute.
- ACTION 65** | If you can, use solar energy sources and if you can afford it, install solar panels on your roof.





ACTION 66 | Buy rechargeable electronics if you can.

ACTION 67 | Purchase secondhand electronics to avoid wasting clean energy in the production process.

ACTION 68 | Turn off the heating during the summer months if the weather allows and put on an extra layer of clothing instead of turning on the heating.

ACTION 69 | Do a thermal analysis of your house to find out where energy is escaping and improve insulation.

ACTION 70 | Ask your energy provider for a greener option that uses clean energy.



GOAL 8

DECENT WORK AND ECONOMIC GROWTH

8 DECENT WORK AND ECONOMIC GROWTH



ACTIONS 71 TO 80

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 71 | Talk to your employer about sustainable practices of production.

ACTION 72 | Encourage companies to adopt sustainable practices and produce transparent sustainability reports on their progress.

ACTION 73 | Support companies that promote sustainable tourism by developing and implementing monitoring tools.

ACTION 74 | Share through social media campaigns promoting local culture and products.

ACTION 75 | Support green businesses and startups.

ACTION 76 | As an employer or a worker, be aware of your rights and responsibilities!





**ACTION
77** | Buy from companies with sustainable strategies of production.

**ACTION
78** | To help developing countries, purchase fair trade goods which ensure more rights for workers as well as guarantee ethical production norms.

**ACTION
79** | Be a conscious consumer! Cheaper options are not always the most sustainable.

**ACTION
80** | Appeal to your government to set up funds for sustainable entrepreneurs.



GOAL 9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



ACTIONS 81 TO 90

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 81 | As an employee, introduce new business models and innovative products to promote sustainability in the value chain.

ACTION 82 | Be curious about innovative solutions in the industry and infrastructure sectors.

ACTION 83 | Fund projects which are providing infrastructure fit for sustainable production.

ACTION 84 | Sustainable consumption and production highly depend on the development of sustainable industries. Advocate and vote in favour of initiatives for the development of sustainable industries and infrastructure.





**ACTION
85**

Inform yourself about the origin of goods you buy as certain conditions of production and work are unethical and deeply affecting the development of sustainable framework of consumption and production.

**ACTION
86**

Invest in research about the development of technology in developing countries, to give them the opportunity to strive towards sustainable ways of production.

**ACTION
87**

Support micro, small and medium-sized enterprises as they face greater challenges to enhance resource and energy efficiency.



GOAL 9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



ACTION 88 | Support fiscal policy reforms which seek to be better aligned with inclusive green economies.

ACTION 89 | Volunteer in developing countries to build safe, effective and sustainable infrastructure.

ACTION 90 | Use excess energy from industrial production to power nearby houses.





GOAL 10 REDUCED INEQUALITIES

10 REDUCED
INEQUALITIES



ACTIONS 91 TO 100 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 91 | Try to purchase and consume fair trade products to avoid the exploitation of child labour, especially in developing countries.

ACTION 92 | As an employer, ensure fair income, security in the workplace and social protection for all your workers.

ACTION 93 | Volunteer abroad to contribute to an equal distribution of knowledge between developing and developed countries.

ACTION 94 | Raise awareness about how unsustainable behaviors in production and consumption widen inequalities around the globe.



**ACTION
95**

Support policies that encourage development assistance in developing countries.



**ACTION
96**

Avoid falling into the trap of excessive consumerism.

**ACTION
97**

Organize inclusive community activities accessible for disabled people.

**ACTION
98**

Try to buy second-hand whenever you can.

**ACTION
99**

Favour companies that are inclusive through the production of their goods and the employment of diverse people, including minorities and women.

**ACTION
100**

As an employer, ensure decent working conditions such as fair wages, reasonable working hours, as well as safe and adequate safety measures for your workers.



GOAL 11

SUSTAINABLE CITIES AND COMMUNITIES

11 SUSTAINABLE CITIES AND COMMUNITIES



ACTIONS 101 TO 110

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 101 | Rethink day-to-day transportation by car and explore other means of mobility such as the bicycle, public transport or car sharing to reduce greenhouse gas emissions, urban smog and ground-level ozone.

ACTION 102 | Support decision makers and politicians who are committed to an effective, sustainable climate and environmental protection and who introduce innovative ideas to sustainably develop your city.

ACTION 103 | Grow plants in the streets and inside your building.

ACTION 104 | Take time to sort your waste and separate the recyclables.





**ACTION
105**

If you live in a developing country, volunteer in organizations working to offer safe and affordable housing, basic services and upgrade slums in underdeveloped parts of the city.

**ACTION
106**

Reduce your energy consumption!

**ACTION
107**

Encourage and support local food production.

**ACTION
108**

Promote renewable energy production!

**ACTION
109**

Collect signatures as part of a petition to make public transportation free.

**ACTION
110**

Encourage Youth councils on using the space more efficiently and creating communal spaces.



GOAL 12

RESPONSIBLE CONSUMPTION AND PRODUCTION



ACTIONS 111 TO 120

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 111 | Get informed on how to exercise sustainable choices and about the production methods of the products you choose to consume.

ACTION 112 | As a producer, engage in practices such as food redistribution which can be done at different stages of the food supply chain such as production, manufacturing and distribution.

ACTION 113 | Minimize the use of natural resources and toxic materials.

ACTION 114 | As a consumer, raise your awareness of the importance of sustainable consumption and introduce practical steps to live more sustainably.





ACTION 115 | Buy directly from the producer if you can.

ACTION 116 | Try to avoid buying anything wrapped in single-use plastic and write to your nearby supermarkets asking them to stop unnecessary packaging.

ACTION 117 | Stop using plastic bags. Find more sustainable solutions for your shopping.

ACTION 118 | Drink tap water when you can

ACTION 119 | Give a second life to objects: fix things, don't simply throw them away!

ACTION 120 | Reduce, Re-use and Recycle!



GOAL 13 CLIMATE ACTION

13 CLIMATE
ACTION



ACTIONS 121 TO 130

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 121 | Support sustainable natural resource management.

ACTION 122 | Eat, drink and shop locally!

ACTION 123 | Make sure that most of the waste you do produce can be recycled. Understand recycling symbols.

ACTION 124 | Avoid purchasing plastic bottles and buy reusable water bottles instead.

ACTION 125 | Before booking a plane ticket, check if there are other more sustainable means of transportation to get where you need to go.

ACTION 126 | Advocate for better building codes and energy efficiency.





**ACTION
127**

Support Dark Sky Initiatives who fight for the reduction of light pollution.

**ACTION
128**

Be aware that transforming to more sustainable patterns of consumption and production is a necessity for the environment.

**ACTION
129**

The negative impact of unsustainable consumption and production on the environment and natural resources can force people to flee their place of residence. Donate to organizations helping these people who were forced to flee.

**ACTION
130**

Buy eco-friendly products.



GOAL 14

LIFE BELOW WATER



ACTIONS 131 TO 140

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 131 | Don't throw your rubbish in the sea or ocean as it can be deadly to many underwater species which mistakenly eat it. We are producing and throwing away more plastic than ever before. Single-use plastic can take thousands of years to break down and ends up accumulating in landfills, entering the ocean and killing marine wildlife.

ACTION 132 | Donate to organizations fighting for ocean conservation.

ACTION 133 | Support organizations actively condemning overfishing and illegal fishing, practices which could lead to fishless oceans in the near future.

ACTION 134 | Avoid buying from companies dumping waste into the ocean.





**ACTION
135**

To help the conservation of marine species, adopt responsible habits of consumption such as demanding labeling, checking the fishing method, opting for local consumption and seasonal fish.

**ACTION
136**

About 80% of pollution in the sea comes from land. In order to avoid some 8 million tons of plastic waste ending up in the sea each year, promote a lifecycle management approach, which prevents waste by ensuring plastics are collectable, reusable, recyclable and subject to an end-of-life management.

**ACTION
137**

Buy your fish in local markets!



GOAL 14

LIFE BELOW WATER

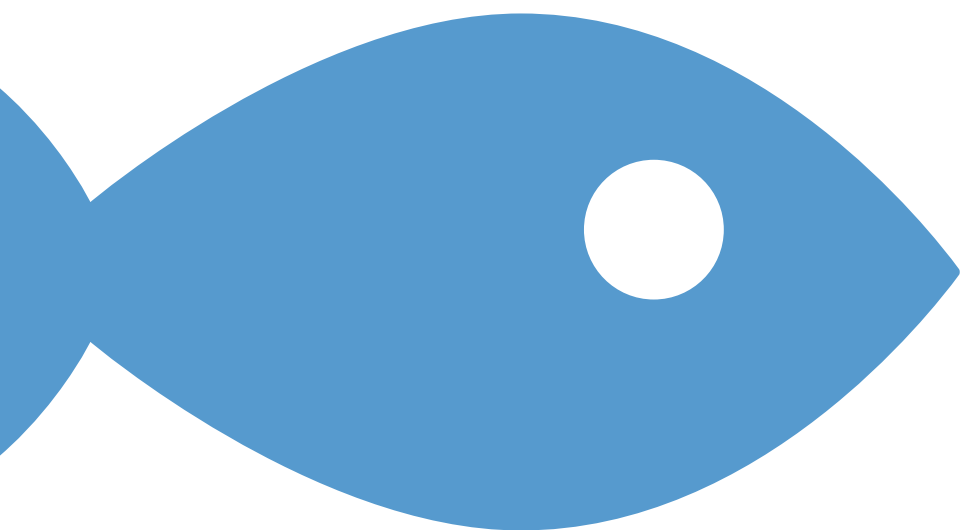
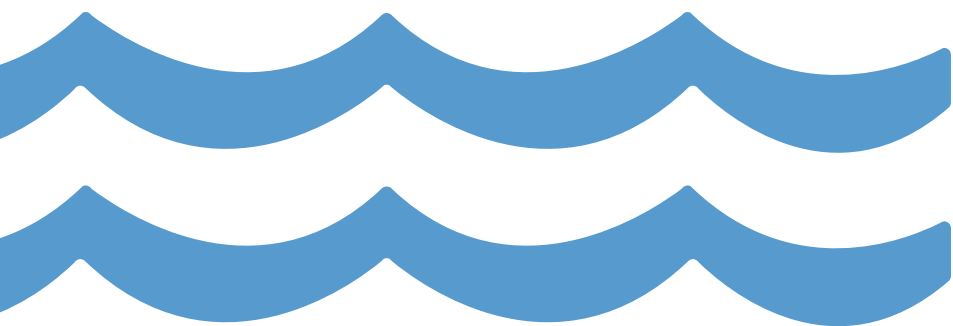


ACTION 138 | Buy reusable straws. It is good for the environment and to save marine wildlife.

ACTION 139 | Buy products that support the cleanup of the ocean.

ACTION 140 | Be a responsible diver! Do not touch corals or animals as this could affect their life expectancy.





GOAL 15 LIFE ON LAND



ACTIONS 141 TO 150

TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 141 | Avoid printing when possible as it contributes to deforestation around the globe.

ACTION 142 | Don't litter and participate in local clean-ups.

ACTION 143 | Support organizations working on the restoration of ecosystems whose engagement may help avoid 60% of expected biodiversity extinctions.

ACTION 144 | Avoid, if you can, buying products containing palm oil. Industry is a major driver of deforestation and responsible for destroying the habitat of endangered species.





ACTION 145 | Inform yourself about the production ethics of products you buy. A lot of cheap products often use methods which threaten life on land as well as the environment.

ACTION 146 | Arrange insect or bird hotels.

ACTION 147 | Encourage sustainable land and water management which will reduce the risk of desertification.

ACTION 148 | Do not use pesticides.

ACTION 149 | Purchase from brands turning plastic pollution into fashion items.

ACTION 150 | Adopt pets from shelters instead of breeding new ones.



GOAL 16 PEACE, JUSTICE AND INSTITUTIONS



ACTIONS 151 TO 160 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 151 | Support and respect international labour standards.

ACTION 152 | Know your rights at work and speak up against violence and practice your freedom of speech to promote justice.

ACTION 153 | Report if you know about cases of domestic or gender-based violence.

ACTION 154 | Support tech companies that make digital products safer for children to avoid cyber-crimes and prevent predators from communicating with children.

ACTION 155 | Be well informed about human trafficking and get your information from serious sources, if you see indicating signs, step in and help.





-
- ACTION 156** | Talk to your co-workers about effective tips and practices to prevent cyber-criminality.
- ACTION 157** | Only buy rare commodities, from serious sources to avoid fueling the illegal trade of weapons and the unjust treatment of workers.
- ACTION 158** | Encourage institutions to release reliable information to avoid fake news.
- ACTION 159** | Vote for candidates fighting against corruption in the justice system.
- ACTION 160** | Promote and encourage equal access and conditions to vote for everyone.



GOAL 17 PARTNERSHIPS FOR THE GOALS

17 PARTNERSHIPS
FOR THE GOALS



ACTIONS 161 TO 170 TO EMBRACE A SUSTAINABLE LIFESTYLE

ACTION 161 | Involve marginalized actors in the discussion about consumption and production.

ACTION 162 | Intensify cooperation for a sustainable lifestyle.

ACTION 163 | Strengthen partnerships on SCP by involving the private sector with multistakeholder actors as the former holds the capital, an array of technologies, the knowledge and software necessary to endorse SCP patterns.

ACTION 164 | Support developing countries by buying exported fair-trade goods from local producers in these countries.





ACTION 165 | Encourage your government to meet its commitments and obligations in the international agreements on hazardous waste and other chemicals that they have ratified.

ACTION 166 | Support the inclusion of unskilled workers.

ACTION 167 | Engage and include youth in the decision-making processes.

ACTION 168 | Encourage partnerships between developed countries and the developing world.



GOAL 17 PARTNERSHIPS FOR THE GOALS

17 PARTNERSHIPS
FOR THE GOALS



ACTION 169

Encourage countries to work together to find compelling solutions to many urgent threats facing the global community (e.g. The Great Green Wall, The Great Barrier Reef).

ACTION 170

Remember the 17 SDGs are the roadmap to embrace sustainable lifestyles. Promote them!





ABOUT THE SUSTAINABLE DEVELOPMENT GOALS

Our planet is a beautiful place. We can easily forget how much it has to offer because we are constantly being reminded of the challenges we face daily, from inequalities to poverty to climate change. If nothing changes to stop, prevent or reverse these challenges, it will only get worse. That is why the United Nations exists. Everything we stand for is to create a brighter future for every individual, where everyone can thrive and reach their potential. We want to preserve the good that exists in people, places and the planet and put an end to issues that take hope away from us. That is why world leaders came together in 2015 and mobilized the 2030 Agenda: a set of 17 goals for sustainable development. This matters to each of us, because we are all responsible for being a part of the change. Our actions today affect our children tomorrow. Everyone deserves a fair and equal chance in life. Through the goals, we can reach far and wide because the goals are universal, they leave no one behind. It's also important to understand that these goals are interconnected. We cannot separate poverty from hunger, or education from women's empowerment and so on. If we can grasp that, we are closer to understanding the needs that must be met, and in turn we are closer to achieving the 17 goals. It's time to reduce inequalities across our societies to achieve a more just and peaceful world.



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