

Our Planet's Health, The Future's Wealth

What is Sustainable Consumption and Production?

It is a way of fulfilling basic needs that minimizes the use of natural resources and toxic materials, and reduces waste throughout the life cycle of the products or services.

To practice this, we need to:

Decouple economic growth and environmental degradation

The relationship between the economy and the environment needs to change — growth should not have a negative impact. Production processes, as well as consumption patterns, need to be more efficient to keep everything within the carrying capacities of natural ecosystems.

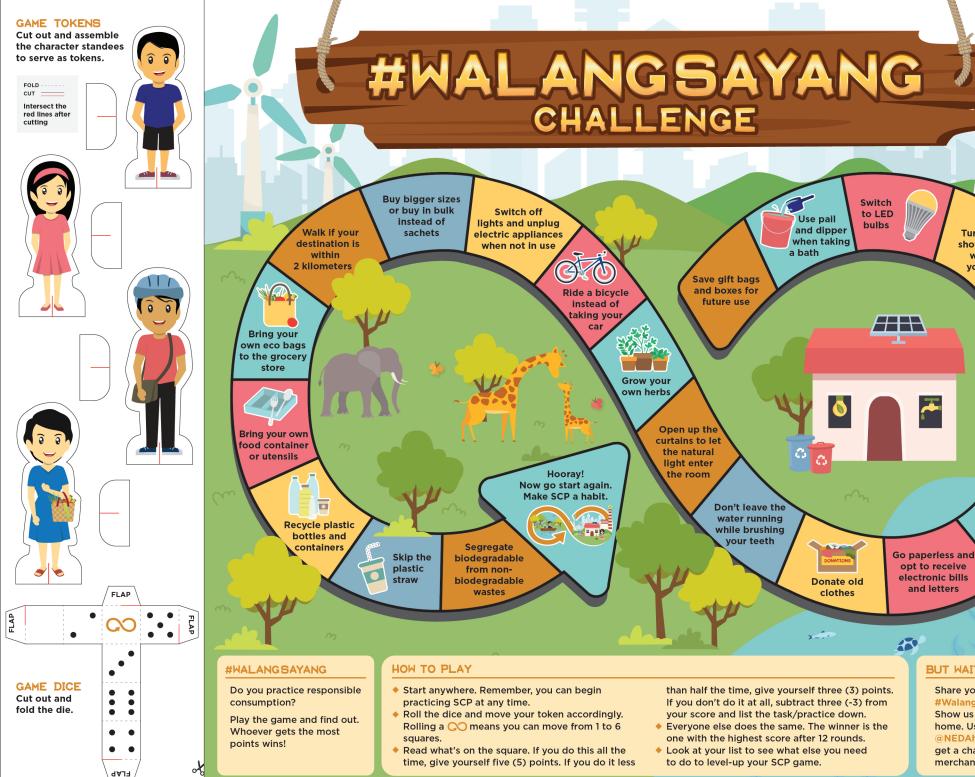
Adopt "lifecycle thinking"

All stages of the production and consumption process need to be taken into account to increase sustainability and achieve resource efficiency.

Take advantage of "Leapfrogging"

Developing countries need to seize opportunities to jump to more resource efficient, environmentally sound, and competitive technologies, bypassing the inefficient, polluting, and ultimately costly phases of development followed by most developed countries.





BUT WAIT, THERE'S MORE!

Turn off the

shower while

washing

your hair

Shift to inverter

technologies

for air

conditioning

Carpool

instead of

driving alone

Collect

rainwater

and use it for

cleaning or

flushing

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