

Sustainable Consumption and Production (SCP): An Overview

SCP is about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles. We are currently consuming more resources than ever, exceeding the planet's capacity for generation. Health, education, equity and empowerment are all adversely affected. Crucially, SCP can contribute substantially to poverty alleviation and the transition towards low-carbon and green economies. CUTS has documented SCP practices in India and studied sustainable consumption from a consumer perspective at the National level. One step ahead, CUTS is implementing SCP intervention in the selected cities of Rajasthan by conducting research to understand the perception, practices and pattern of consumption. Also, a sustainable consumption index will be prepared for the cities. Through the intervention, local consumers and stakeholders will be sensitised towards sustainable lifestyle. This approach will be an advocacy tool to streamline existing policies of the government and push for more dedicated efforts to support SCP from the consumer perspective.

SCP: Broader Objectives

- Minimizing the use of natural resources and emissions of waste and pollutants.
- Decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.

SCP Activities

- Consumer Engagement, Awareness Programme (CEAP)
- Stakeholder Sensitisation Programme (SSP)
- 'Documentation of SCP Practices'
- Sustainable Consumption Index (SCI)
- Consumer Perception Survey (CPS)
- State Level Advocacy Meeting (SLAM-SCP)-Index Release

SCP Districts

Bharatpur, Bhilwara, Chittorgarh, Churu, Jaipur, Jodhpur and Kota



SCP: Expected Outcome

- In longer term, findings of the SCI and CPS study will be useful to design awareness programme and advocacy strategy. Also, the findings of the study will help the local administration and the government to act upon the SCP policies.
- Informed consumers will adopt sustainable lifestyle practices and overall it will contribute towards a culture of sustainable consumption.
- As top-down approach, SDG 12 will reach local level and stakeholders will be made aware about their role on SCP. Through increased awareness and sensitised stakeholders, sustainable consumption will increase.
- Advocacy with the policy makers will be helpful in ensuring effective implementation of the sustainable consumption policy in the state, which will further support the objective of project.



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