

# Manifesto of “CONSUMER SUSTAINABILITY”

## a) Definitions:

### What it is not

It is not just environmental sustainability even if the environment is a heritage to be preserved for everyone and therefore also for consumers. It is not just social sustainability even if consumers are necessarily also workers who are attentive to their rights.

### What is it then?

Consumer sustainability is a virtuous interaction between consumer and company in hiring of responsibilities towards a sustainable market. Consumer sustainability could therefore be defined as that instrument which, by reorienting the individual interests of consumers and businesses, achieves the objective of building a fair and balanced market in which both the consumer and the company takes on collective objectives. Its fruit is the possibility for the consumer and for the company to be able to exercise their responsibilities for sustainability in the market in a free and unconditional way.

## b) Main objectives:

- The balanced relationship between price, value and quality of the product or service also through compliance with competition rules and the refusal of counterfeiting.
- Particular attention towards the less aware consumer, children, elderly people, foreigners.
- Promote reuse, sharing, avoid waste of goods and resources.
- A useful, non-aggressive, non-ambiguous, non-invasive commercial communication.
- Respect for the privacy of the consumer, made aware, free and responsible in his choices transfer of your data.
- The amicable, extrajudicial settlement of consumer disputes.
- Rethink cities, infrastructures and public services in terms of efficiency and sustainability.
- Dissemination of knowledge of the consumer code.

## c) Behavioral commitments related to objectives

Achieving the 8 Objectives of "Consumer Sustainability" requires consequent behaviors and actions from consumers and businesses, specific in relation to the different responsibilities.

On 25 September 2015, the United Nations approved the Global Agenda for Sustainable Development and the related 17 Sustainable Development Goals (SDGs in the English acronym), divided into 169 Targets to be achieved by 2030.

Below and where possible, for each of the Consumer Objectives, the various UN Targets to which some of the Consumer Sustainability behaviors aim to contribute are also indicated.

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OBJECTIVE 1. The balanced relationship between price, value and quality of the product or service also through compliance with competition rules and the rejection of counterfeiting as a contribution to the following UN Targets:

3.8 Achieve universal health coverage, including protection from financial risks, access to quality essential health care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

10.5 Improve the regulation and control of global financial markets and institutions and strengthen their enforcement.

### Consumers accept and undertake to:

Reject counterfeiting in purchases and buy on safe and official markets.

Recognize the value of research, innovation, quality and brand in the cost of products.

Companies accept and undertake to:

Rejection of counterfeiting in production and trade.

Renounces the overestimation of the value of the signature and the brand and of dominant positions.

Prevent shortages and contain prices of essential products and medicines.

Responsibility towards the consumer for competition violations.

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**OBJECTIVE 2.** Particular attention towards the less aware consumer, children, elderly, foreigners as a contribution to the following UN Targets:

10.2 By 2030, enhance and promote the social, economic and political inclusion of all, regardless of age, sex, disability, race, ethnicity, origin, religion, economic status or otherwise.

12.8 By 2030, ensure that people around the world have relevant information and awareness of sustainable development and lifestyles in harmony with nature.

Consumers accept and undertake to:

Educate on sustainable consumption and provide assistance within families and in the workplace alongside children, the elderly and foreigners.

Companies accept and undertake to:

Also offer targeted communication to the different categories of consumers to protect real freedom of choice and awareness for children, people without culture or foreigners who do not master the language, the elderly, those with physical and mental disabilities.

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**OBJECTIVE 3.** Promote reuse, sharing, avoid waste of goods and resources as a contribution to the following UN Targets:

2.c Take measures to ensure the proper functioning of markets in food commodities and their derivatives and facilitate timely access to market information, including on food reserves, in order to help limit extreme volatility of food prices.

6.3 By 2030, improve water quality by reducing pollution, eliminating uncontrolled discharge practices and minimizing the release of hazardous chemicals and materials, halve the proportion of untreated wastewater and substantially increase recycling and safe reuse globally.

6.4 By 2030, substantially increase water efficiency for use across all sectors and ensure freshwater abstractions and supplies to address water scarcity and substantially reduce the number of people suffering from water scarcity.

7.3 By 2030, double the global rate of energy efficiency improvement.

11.6 By 2030, reduce the negative per capita environmental impact of cities, in particular regarding air quality and waste management.

12.3 By 2030, halve global retail and consumer food waste per capita and reduce food losses along production and supply chains, including post-harvest losses.

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and integrate sustainability information into their regular reports.

Consumers accept and undertake to:

Promote separate and productive waste collection.

Avoid waste, especially of water, energy, medicines and food products.

Prefer products and services that allow savings in energy resources and lower harmful emissions even if they are more expensive.

Participate in circular economy initiatives, sharing offers and solidarity use of goods.

Companies accept and undertake to:

Consider the problem of disposal and the possibility of reuse already in the design, sizing and packaging

choices of products, informing the consumer.

Reject speculative logic in the planned obsolescence of products and equipment.

Accept and promote production standards and grow and consolidate the role of standardization also to encourage reuse and multi-use.

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**OBJECTIVE 4. Useful, non-aggressive, non-ambiguous, non-invasive commercial communication as a contribution to the following UN Targets:**

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and integrate sustainability information into their regular reports.

12.8 By 2030, ensure that people around the world have relevant information and awareness of sustainable development and lifestyles in harmony with nature.

Consumers accept and undertake to:

Read the commercial communication, labels and instructions carefully before purchasing.

Appreciate and prefer products and services also based on the transparency and completeness of commercial information and the sustainability of the products.

Follow the instructions for use responsibly, especially regarding products that may have an impact on health or the environment.

Companies accept and undertake to:

Completeness, comprehensibility and real readability of commercial information.

True and complete labelling, especially with respect to health risks.

Containment of advertising invasiveness.

Terminological clarity on the expiry and terms of consumption of food, medicines and cosmetic products and their sustainability.

Don't fuel phobias or underestimate the risks.

Orient school-work alternation in the direction of consumption and sustainable development.

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**OBJECTIVE 5. Respect for the privacy of the consumer, made aware and responsible in his choices of data transfer. As a contribution to the following UN Targets:**

16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

Consumers accept and undertake to:

Careful consideration of the value of your privacy and related rights.

Prefer a company's products and services also based on correctness and respect for privacy rights towards customers.

Companies accept and undertake to:

Access and storage of the consumer's personal data limited to the bare minimum.

Waiving the marketing of the data held and in any case guaranteeing the traceability of any subsequent transfers.

Application of the right to be forgotten.

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**OBJECTIVE 6. The amicable, extrajudicial settlement of consumer disputes as a contribution to the following UN Targets:**

16.3 Promote the rule of law nationally and internationally and ensure equal access to justice for all.

Consumers and businesses mutually agree and undertake to:

Containment of disputes and acceptance of amicable settlement procedures for consumer disputes.

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**OBJECTIVE 7. Rethink cities, infrastructures and public services in terms of efficiency and sustainability as a contribution to the following UN Targets:**

**11.1 By 2030, ensure access to adequate, safe and affordable housing and basic services for all and the modernization of poor neighbourhoods.**

**11.2 By 2030, provide access to safe, sustainable and affordable transport systems for all, improve road safety, in particular by expanding public transport, with particular attention to the needs of those in vulnerable situations, women, children, people with disabilities and the elderly.**

**Consumers accept and undertake to:**

**Be an active part of the efficiency of local public services by reporting and monitoring their functioning. Prefer public transport to private transport, car sharing and car pooling and other forms of collaborative mobility.**

**Companies accept and undertake to:**

**Adopt tariff and intermodal integration practices between companies.**

**Adopt techniques for continuous monitoring of mobility needs and size tariffs and service offerings accordingly.**

**Equip means of transport for access and safety of disabled and vulnerable people.**

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**OBJECTIVE 8. The dissemination of knowledge of the Consumer Code as a contribution to the following UN Targets:**

**1.4 By 2030, ensure that all men and women, especially the poor and vulnerable, have equal rights to economic resources, such as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technologies and financial services, including microfinance.**

**Consumers and businesses mutually agree and undertake to:**

**Actively work to spread awareness of consumer rights and in particular of the rules established by the Consumer Code.**

**Cooperate in the training of workers employed in manufacturing companies, in commercial premises and in the branches of consumer associations to apply, each in their own sphere of responsibility, the rules of the Code.**