

**BREAKOUT SESSION:**

## ***Accelerating meaningful and responsible consumption***

**FOOD &  
AGRICULTURE  
PATHWAY**

**ACTION:** The private sector must lead the way to engage consumers by rewarding high-performing suppliers and customers, using incentivization as a tool, developing partnerships with other market actors or public bodies, driving innovation, creating service-based economies and designing products that have a lower environmental footprint.

### **SESSION OVERVIEW**

Responsible consumption choices are a key lever to reduce our environmental footprint, yet efforts to promote these often only focus on incremental product improvements or single aspects of behavior change. Larger shifts are necessary and sustainable consumption and production models led by business must go beyond improving existing product portfolios to drive systemic change via infrastructure development, technological breakthroughs and innovation, disruptive business models and consumer behavior change.

### **KEY TAKEAWAYS**

- Consumers must be at the heart of the sustainability transition necessary to solve the triple crisis humanity faces – the climate emergency, biodiversity loss and inequality. By following principles of industrial symbiosis (such as the circular economy), the reorganization of economic activities improves the overall sustainability of consumption and production models.

- Access to essential goods, safety, inclusivity, protection of choice, risk awareness, information, privacy, global transparent data, online security and sustainability are must-haves for consumers to build trust and be empowered to enact the needed environmental and social transition.
- Several key factors can facilitate the transition: policy change and enabling regulatory environments, technological breakthroughs and their upscaling by large industry players.
- The private sector must lead the way to engage consumers by rewarding of high-performing suppliers and customers, using incentivization as a tool, developing partnerships with other market actors or public bodies, driving innovation, creating service-based economies and designing products that have a lower environmental footprint.

### **GET IN TOUCH**

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