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# Responsible Consumption and Production

Towards a Sustainable Future

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# Division of labor

## Make a presentation / Oral presentation

Each person presents the part of the presentation they worked on



# Content

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- **What is Responsible Consumption and Production?**
  - **Why Is Responsible Consumption and Production Important?**
  - **The Sustainability Crisis Behind the K-pop Industry**
  - **What We Can Do for a Sustainable Future?**
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# What is Responsible Consumption and Production?

- Reducing unnecessary consumption and overproduction
- Producing goods in a way that minimizes waste and pollution
- Using natural resources efficiently and wisely
- Choosing products that are sustainable and ethical
- Creating a system that is fair for people, planet, and future generations

**Core Principle**



# Why Is Responsible Consumption and Production Important?

- **Facts & Figures:**

1. If the global population reaches 9.8 billion by 2050, the equivalent of almost three planets will be required to sustain current lifestyles.
2. Over 1.3 billion tons of food is wasted every year.
3. Only 9% of plastic waste has ever been recycled.

- **Impact:**

1. Unsustainable consumption and production drive environmental degradation, climate change, and biodiversity loss.



# K-pop industry



- **Merchandise**

- Ex:
- Album
  - Photo cards
  - Glow stick
  - Flashlights
  - Banner

- **Celebrity endorsement**
- **Co-branded products**

- Ex:
- Cosmetics
  - Skin care products





# Effects

- 1. Non-essential consumption (ex: cosmetics)**
- 2. Creat waste (ex:plastic)**
- 3. Worse labour relations**



# **Actions we can take**

- **Buy only what we need**
- **Bring our own bags and containers**
- **Repair and reuse items**
- **Reduce food and plastic waste**
- **Adopt circular economy models**
- **Use eco-friendly packaging**
- **Be transparent about supply chains**
- **Engage in corporate sustainability reporting**
- **Educate consumers about sustainable choices**



# Conclusion

**“There is no Plan B because there is no Planet B.”**

- **Individuals, businesses, and governments plays a role in achieving responsible consumption and production.**



**Let's act now to create  
a more sustainable world**

Thank you