



The ABC of sustainable consumption

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- Expert opinion is that the recent Coastal Regulation Zone Notification 2018 disregards the vulnerabilities of coastal regions to climate change.
- While the hospitality/tourism industries and local economies stand to gain from the changes, the lives and livelihood of thousands of citizens continue to be at risk.
- India's vulnerabilities to climate challenges can no longer be ignored.
- Government, businesses and civil society have the responsibility of constructive action to address this environmental challenge.
- It is no secret that governments in India do not prioritise climate change mitigation, fearing that it will impede economic growth and efforts to alleviate poverty.
- On the other hand, several businesses have already established sustainable mitigative measures in their operations.
- It is time now for civil society to recognise our contribution to climate catastrophes and commit to containing an already precarious situation.
- The role for civil society is to establish efficient and sustainable patterns of consuming essential and luxury products and services and, in the process, improve quality of life in multiple dimensions – physical environment, health and finance, for example.
- If we hope to make a significant difference, there must be a change in consumption-related thinking and behaviour.
- This requires that we embed the term sustainability deeply in our thinking and vocabulary, so that it becomes the default mode in which we operate.
- Making changes in our consumption habits will necessarily draw in producers and government agencies through the goods and services they make available.
- Civil society should be more assertive about being included in shaping the country's climate policy.

- It is difficult enough for individuals to change entrenched habits and attitudes.
- Altering our lifestyles for sustainability has a silver lining — we have a valuable chance to re-orient our lives for substantive improvement.
- The sooner we act, the more significant the gain.

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