



**DEAF
CLIMATE
ACTION**

Module 2

Sustainable Consumer



Co-funded by
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Program

- 1 Food - Eating
- 2 Food Waste
- 3 Farm to Fork
- 4 Carbon footprint - TEST
- 5 Clothing - Fast Fashion - Slow Fashion
- 6 3Rs (Reduce, Reuse, Recycle)

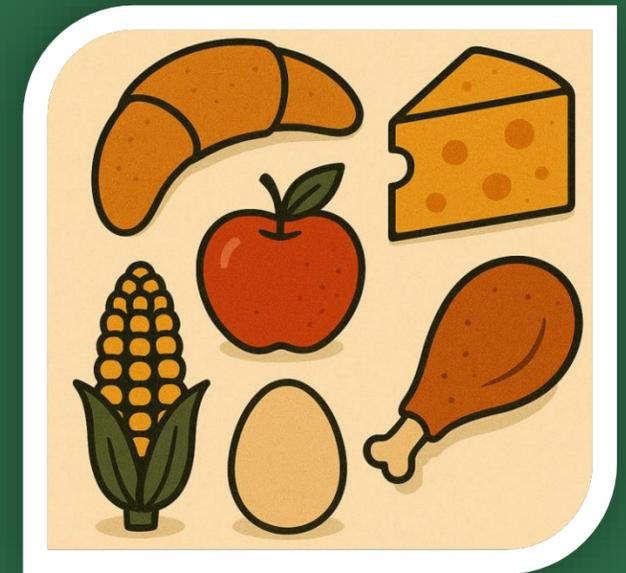


Shopping Habits



Consumption and Consumer Behavior

We all consume and use various products every day.

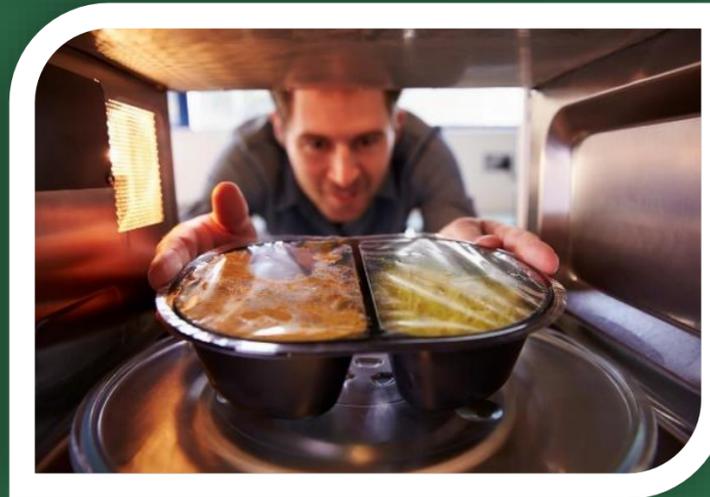
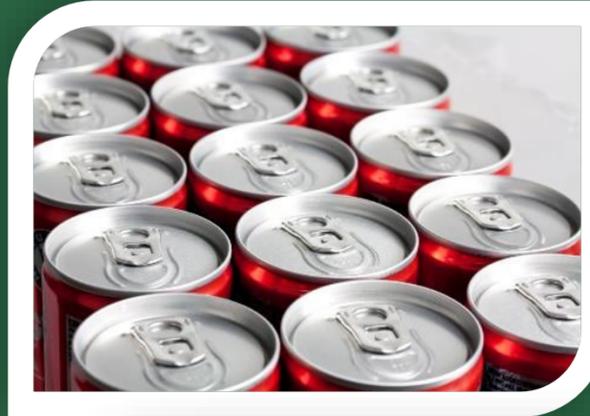


Consumption and Consumer Behavior

We all consume and use various products every day.



Nutrition - Food and Drink



Exchange
in the group

What are your own habits like?

– Healthy or unhealthy?

– Fresh food or ready-made
meals?

– From the market or only from
the supermarket?

– Do you cook for yourself?

Do you think about what you eat
and drink?



Food Waste



Food Waste



Over 1 billion meals a day are thrown in the trash can in households worldwide.

On average, **each person** wastes **79 kg** of food per year. (some more, others less)

That's 1.3 meals per day.

At the same time, many people in the world are affected by hunger!





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A total of about one billion tons will be food waste generated.

Of this, 631 million tons came from private households alone (= 60%)!

Restaurants, canteens and other food services: 28%
Trade: 12%



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Buy damaged vegetables and fruits



Food Waste



Food waste per area:

62% fruit and vegetables

16% bread and baked goods

11% meat

11% dairy products

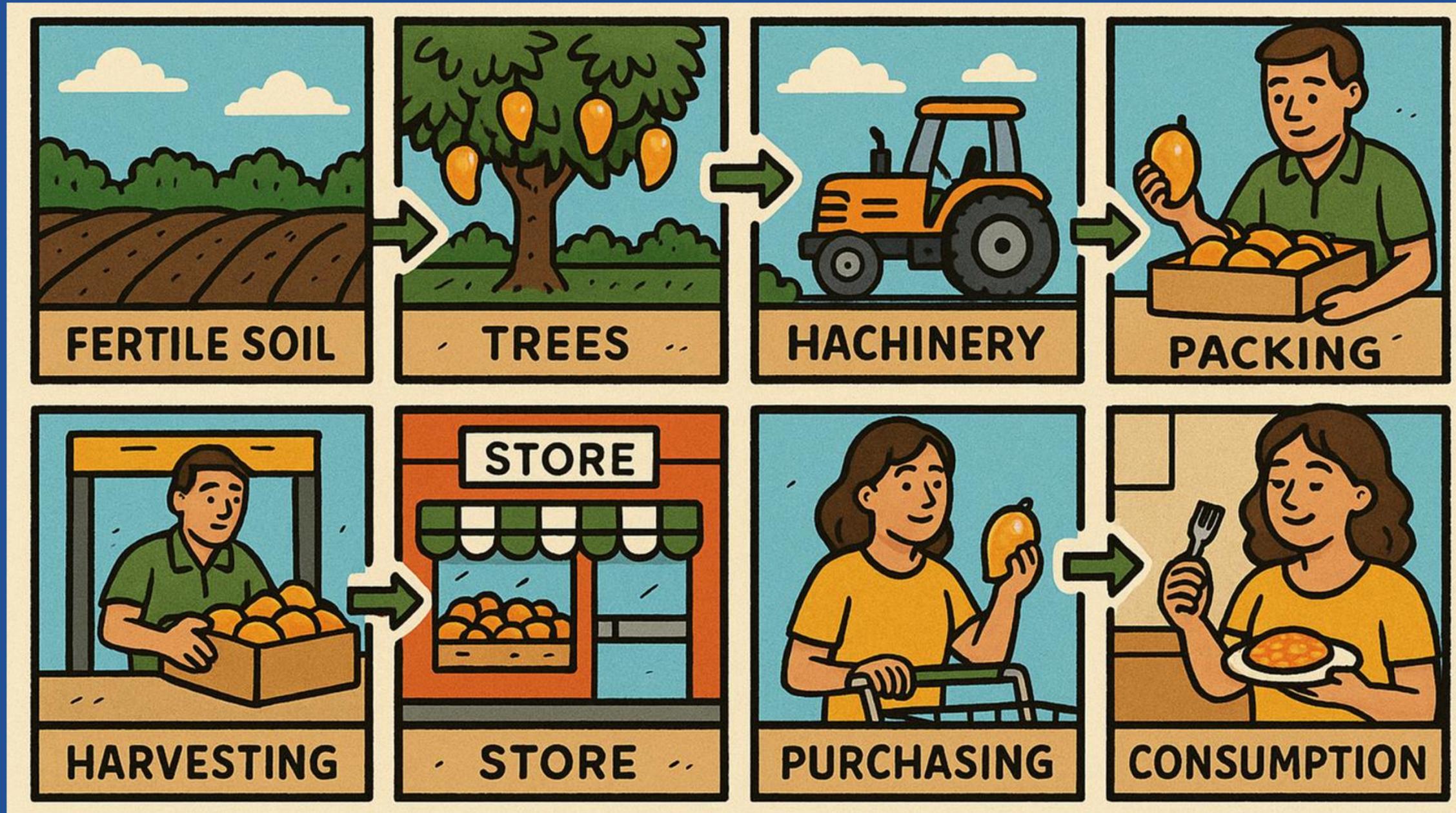


Food waste is one of the world's major CO₂ emitters

Wise budget management saves money and CO₂



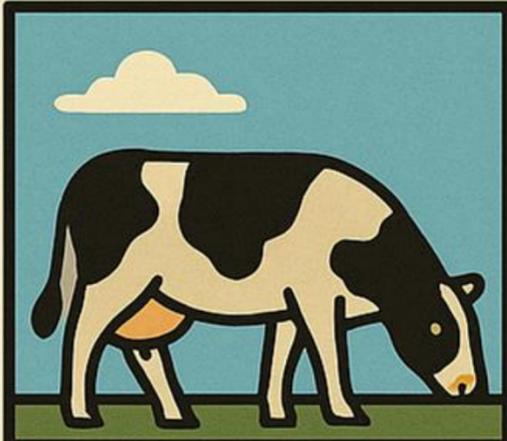
Farm to Fork : MANGO



Farm to Fork : BEEF MEAT



Farm to Fork : CHEESE



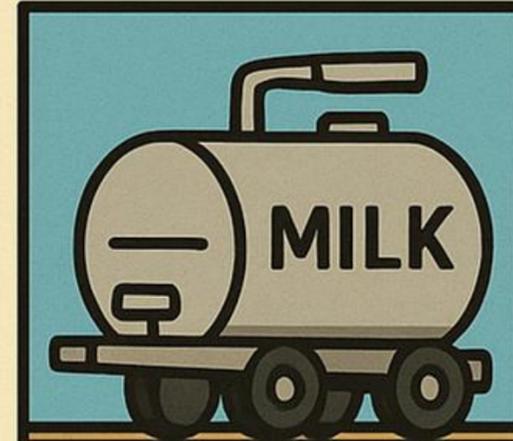
PASTURE



COWS



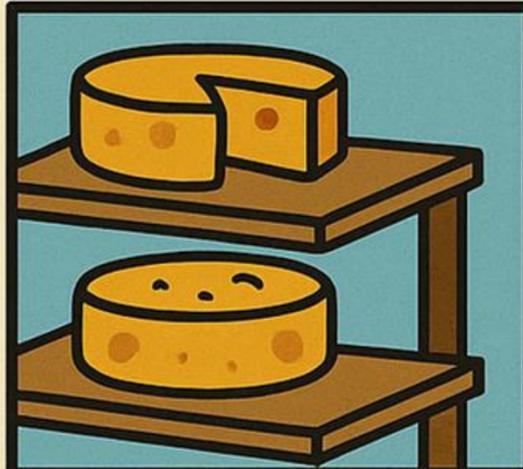
MILKING



PROCESSING



CURDING



AGING

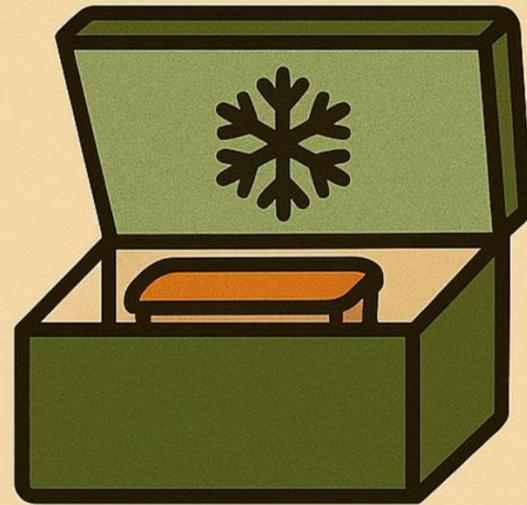


PACKAGING



CONSUMPTION

Food Waste - solutions



Exchange
in the group

Create a checklist.
How can you avoid food waste.
What are your tips?
Each group makes a poster
and presents it to the other group.

ACTION

CO2 test



Clothing

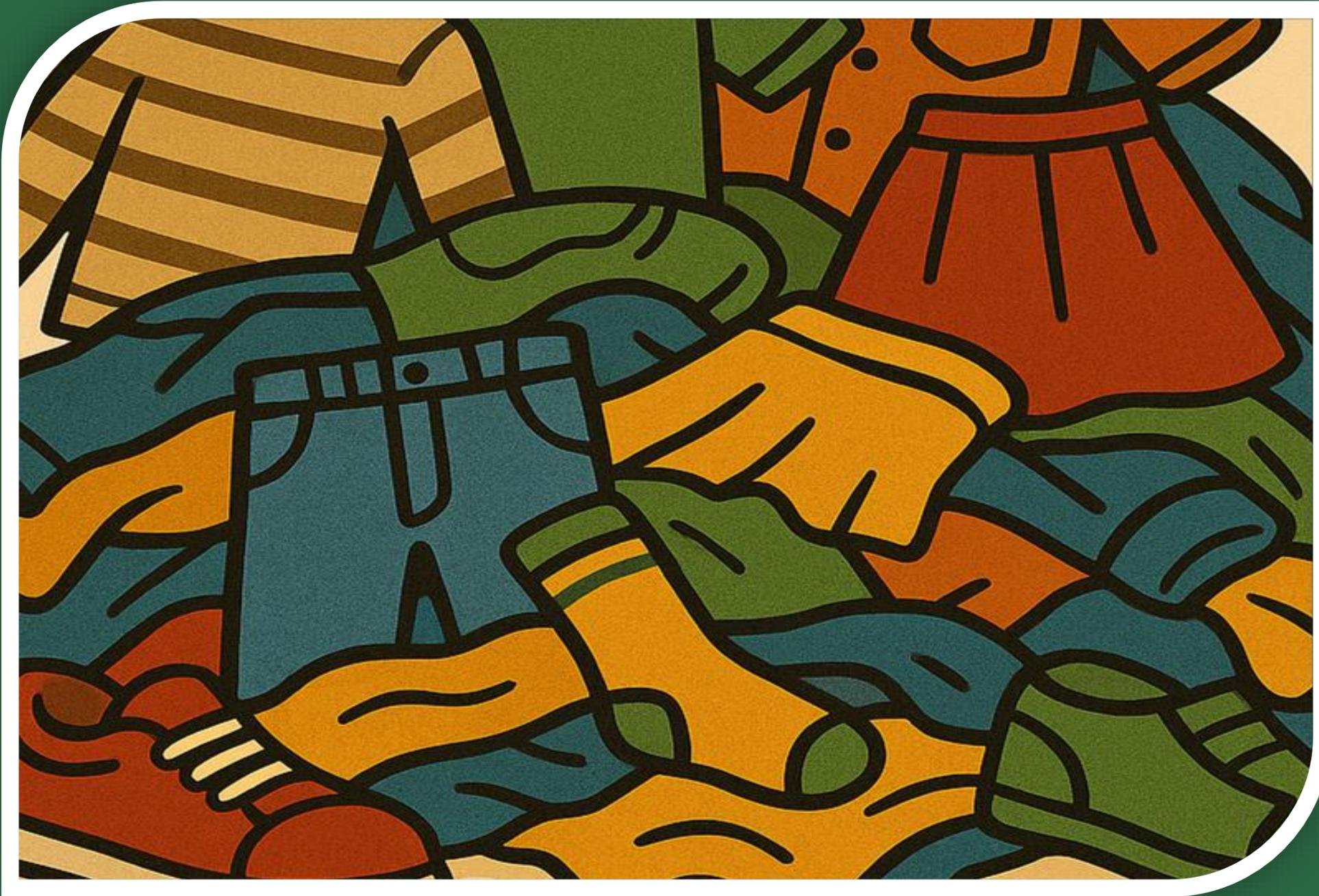
Fast Fashion - Slow Fashion



Explanation



Fast Fashion - Slow Fashion



Exchange
in the group

Was everything understood?
Open questions?

What is your opinion to Fast-
Fashion &
Slow fashion?

What is your consumer behavior?

Do you also buy second-hand?
What do you do with the clothes
you no longer wear?

Fast Fashion & Environment: FACTS

Water: 3000 – 7000 litres of water are used per kilo of cotton

Crude oil: for the production of synthetic fibres, among other things, 98 million tons of crude oil per year.

Chemicals: there are 400 to 1000 grams of chemicals in one kilo of textiles



Consumer Behaviour

Oceans: around 35% of microfibres in the oceans come from clothing (clothing abrasion)

Waste: 92 million tons of waste are generated annually through the production and disposal of fashion items.

Climate: the garment industry causes annual 4 billion tons of CO2 emissions



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Slow Fashion



ACTION

Group game: whoever answers YES takes a step forward, whoever answers NO stays in place.

1. Do you buy clothes every 1–2 months?
2. Do you pay attention to the material composition of your clothes?
3. Do you follow fashion trends?
4. Do you check which brand or manufacturer made the clothing?
5. Do you buy second-hand clothes?
6. If a piece of clothing gets a hole, do you mend or repair it?
7. Do you dispose of completely torn clothes in the proper place?



3R

Reduce - Reuse - Recycle



Explanation



ACTION



What examples of the 3Rs come to mind?

REDUCE

REUSE

RECYCLE



Reduce



Reuse





Recycle



Thank you!



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