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The social impact of consumption choices

How Do Our Choices Affect Society?



By purchasing from companies that respect workers' rights and provide fair wages, we help improve the lives of millions of workers around the world. Look for certifications like: Fair Trade, BSCI, SA8000.

Fighting Child Labor



Many cheap products are produced using child or forced labor. Being informed and choosing carefully helps combat this injustice.

Supporting Local Producers



Buying local helps support our community, creates jobs, and reduces pollution from long-distance transportation.

Sustainable and Ethical Consumption



- Sustainable and Ethical Consumption
- Choose recyclable or sustainably-made products
- Use less plastic
- Buy less, but better quality
- Repair, reuse, donate

How can you be a responsible consumer?

- Do your research before buying
- Ask yourself: Do I really need this?
- Support brands that act responsibly
- Share information with others

Our choices, no matter how small, are a force for change. Consumers have a voice – let's use it to build a fairer, more equal, and more sustainable world.

Every euro you spend is a vote for the kind of world you want to build

From consumption to change

Real-World Examples of consumer impact

- Fast Fashion Industry
- Fast fashion companies produce cheap clothing in huge quantities.



- Many factories involved offer low wages and poor working conditions.
- Solution: Support brands that are transparent, use sustainable materials, and pay fair wages.

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Call to action

Don't underestimate your impact as an individual. Your choices can inspire your family, friends, and community. When many people act with awareness, real change happens.

Everyday food choices

- Products like coffee, chocolate, and bananas are often produced by underpaid farmers.
- Industrial agriculture contributes to deforestation and water pollution.
- Solution: Choose products labeled Fair Trade, organic, or locally grown.

How can you start?

1. **Read the labels – Where was it made? Is it ethically certified?**
2. **Buy less, but better – Quality lasts longer.**
3. **Rethink your habits – Are there better alternatives?**
4. **Reuse, recycle, donate – Give your items a second life.**
5. **Be a role model – Inspire others with your choices.**

Initiatives and movements you can support

- **Slow Food – Promotes local and sustainable food**
- **Fashion Revolution – Advocates for transparency in fashion**
- **Buy Nothing Project – Encourages sharing instead of buying**
- **Zero Waste – Supports a lifestyle with minimal waste**

Our Choices Have Unseen Consequences:

In Developing Countries

- Many imported goods are made in poor countries with little worker protection.
- Workers, including women and children, often face low pay and unsafe conditions.

In the Environment

- Overconsumption leads to air, water, and land pollution.
- Mass production uses huge natural resources and creates a lot of waste.

In Our Social Culture

- Unchecked consumerism fuels materialism and inequality.
- It promotes selfish habits and weakens empathy for global issues.



Consumption as a social and moral act

Do we truly know what we're buying?

- Most people buy things based on need, appearance, or emotion—without realizing the complex chain behind a product.
- Every item has a story: Who made it? In what conditions? With what impact on nature and people?
- So, consumption is not just an economic act—it's a moral and social one too.

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