

# The 2022 Wall of Fame

*Below are examples of a challenge and students projects. Note that these are just excerpts of students' projects which are originally part of a full presentation..*

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## SDG 12: Responsible Consumption and Production (December, 2022)

Rapid global population growth has led to a surge in consumption and production of goods and services worldwide. However, the traditional models of consumption and production, which are fuelled using resources in the natural environment, have tended to drive economic growth at the expense of the environment and human health.

It is estimated, for example, that 1 million plastic drinking bottles are purchased every minute and 5 trillion single-use plastic bags are thrown each year. One third of all food produced - which is 1.3 billion tonnes of food - also ends up wasted due to poor transportation and agricultural harvesting practices. We are generating an excessive amount of waste that is creating various forms of pollution (e.g. air, water, soil), adversely affecting our planet, and worsening the negative impacts of climate change.

Sustainable consumption and production are about doing more with the limited resources we have. Pursuing this goal can also help us to achieve other targets such as poverty alleviation and the shift towards low-carbon economies. Therefore, as young entrepreneurs, when building your own business empire, how do you use your power to reduce or eliminate the production of waste?

Reference from official SDGs website:

<https://sdgs.un.org/goals/goal12>

<https://www.un.org/sustainabledevelopment/sustainable-consumption-production/>

### **Example:**

#### **The Challenge**

Create a digital poster for your products (Christmas Tree/Video Game Console). Provide at least 2 key features of your product. Outline the business opportunity and the problem or gap you have identified in the market. Demonstrate the long-term relevance of your business. How does your product/business support SDG 12 Responsible Consumption and Production? Introduce your product to the audience and remember to explain your choices.

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## Student Project



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