

# Responsibility And Sustainability - Making Choices that Matter

A short summary and a few practical examples for what to do to become more responsible and sustainable

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*"The Greatest Threat To Our Planet Is  
The Belief That Someone Else Will Save  
It."*

- ROBERT SWAN

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# PERSONAL RESPONSIBILITY

- We are all responsible for ourselves and the actions we take!
- You cannot expect someone else to be responsible for the decisions you make, the actions you take or the way you live.
- You are responsible for the outcomes of your actions and emotions.
- Defining and setting clear boundaries will encourage you to be mindful of your every behavior.



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## UNDERSTANDING RESPONSIBILITY AND SUSTAINABILITY

### **Responsibility Defined**

Responsibility means owning actions and their consequences with accountability and ethical behavior.

### **Sustainability**

Sustainability includes environmental, social, and economic pillars ensuring present and future well-being.

### **Connecting Responsibility and Sustainability**

Responsible choices like reducing waste and supporting fair trade underpins sustainable outcomes.

### **Role of Individuals and Organizations**

Both individuals and organizations foster sustainability by integrating responsible practices and ethical decisions.



Responsibility is often connected to consumer habits and consumption. You are indirectly responsible for how goods and wares you choose to consume affect our environment.

How is the ware produced and under what circumstances and conditions? These are things a conscious consumer must consider to choose responsible.





**But how do we  
become  
conscious and  
responsible  
consumers?**



All business processes have an impact on our environment, human rights, political and economic systems: positive or negative.



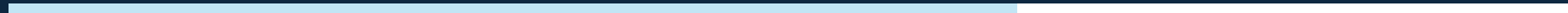
Our choices matter because our purchases support businesses to function and prosper.



When we buy from a brand that does not follow ethical or sustainable business practices, we are fuelling the company to endure the negative effects.



But making informed consumer decisions is not easy, you need to go out of your way to know more about the company's production, logistics, and supply chain to analyze whether or not their operations harm the environment and human resources.



*Some practical examples of what you as a consumer can do to become more responsible and sustainable, in addition to the detective work required to become a conscious consumer.*



# 1. Waste Reduction

## **Personal Responsibility**

Individuals play a key role in minimizing waste by:

- **Choosing reusable over disposable** (bags, bottles, containers).
- **Sorting and recycling properly** based on local waste guidelines.
- **Reducing food waste** through meal planning and using leftovers.
- **Avoiding unnecessary purchases**, focusing on quality and longevity.

Small daily habits add up! Every reduced package, repaired item, or reused bottle lessens resource extraction and landfill pressure.



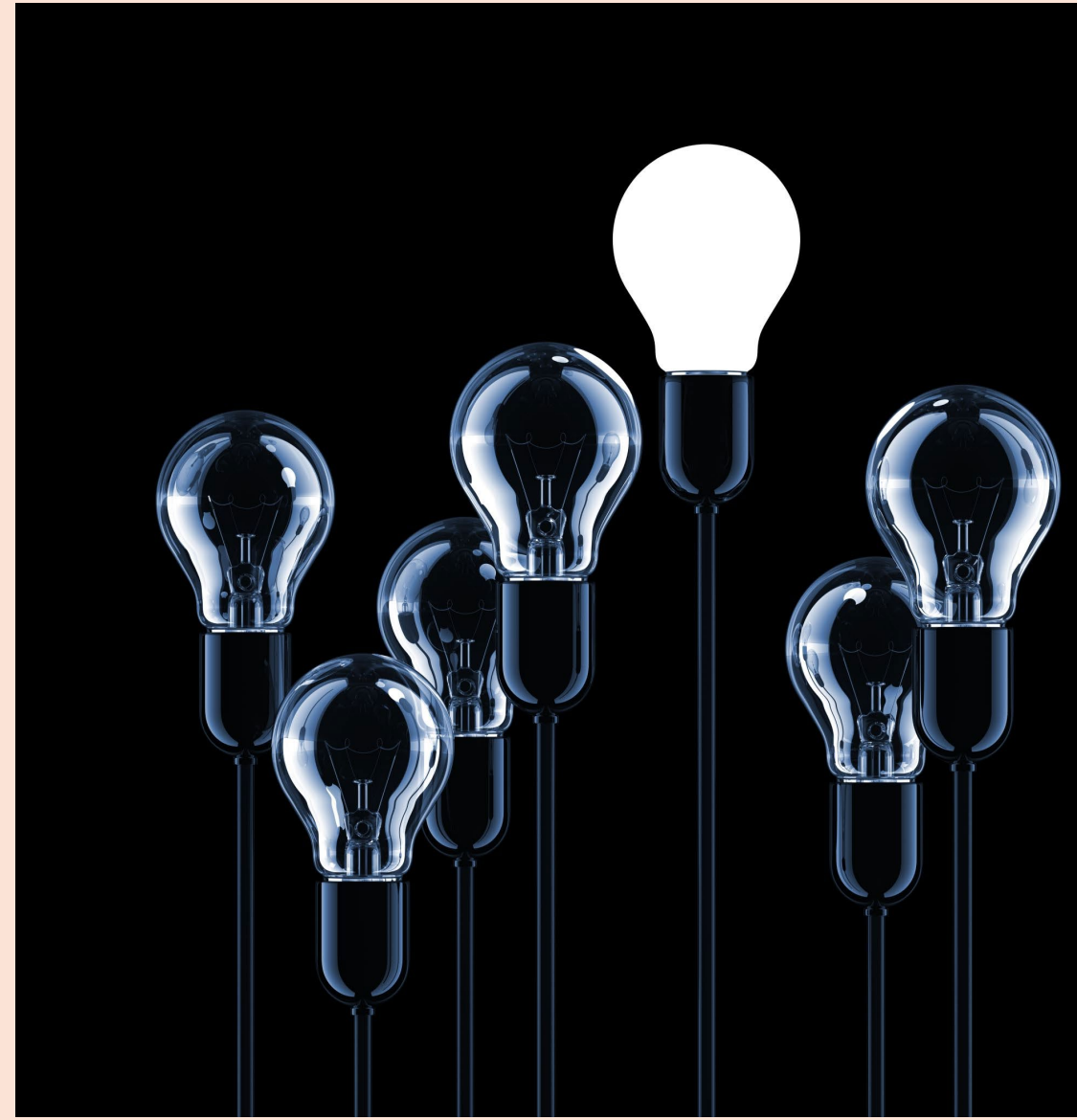
## 2. Energy Conservation

### Personal Responsibility

Energy-saving actions at home or in the workplace include:

- Turning off lights and devices when not in use.
- Using LED lighting and efficient appliances.
- Lowering heating/cooling loads through smart thermostats or mindful use.
- Choosing sustainable transportation options like biking, public transit, carpooling...

These choices reduce carbon footprints and lower utility costs.



### 3. Ethical Practices

#### Personal Responsibility

Ethical living involves:

- Buying from brands aligned with fair labour, environmental protection, and transparency.
- Learning about product origins and supply chain ethics.
- Challenging harmful practices by using consumer voice – reviews, choices, feedback.
- Acting responsibly online and offline: digital cleanliness, respectful communication, and mindful consumption.

**These consumer behaviours push markets toward higher ethical standards.**



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**Everyone's contribution is vital to make sure that solutions are inclusive, just and lasting. For example, you can:**

- **Use your voice** to share your knowledge and encourage others to be more sustainable.
- **Take action at work or where you study** by following sustainable working practices, supporting wellbeing, and influencing those around you.
- **Change your personal behaviours** by using less energy, travelling by low-carbon methods, buying and wasting less, and eating more plant-based foods.
- **Be an active citizen** by campaigning for change, voting in elections, spending wisely and ethically, and engaging with your community.
- **Care for nature** by protecting plants, water, habitats and wildlife. Join a local association if possible.
- **Support the sustainability of people** by committing to safe working environments, fair pay, and equal and inclusive health, wellbeing and education as a conscious consumer.
- **Share and increase your knowledge** through education and research and talk to others about living sustainably.





Just remember, no one can do everything, but everyone can do something for a better world in the future!

**Every small daily habit add up! Every reduced package, repaired item, or reused bottle lessens resource extraction and landfill pressure.**