



SDG 12

Ensure sustainable production and consumption patterns

Targets

12.1 Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.

12.2 By 2030, achieve sustainable management and efficient use of natural resources.

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water, and soil to minimize their adverse impacts on human health and the environment.

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling, and reuse.

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

12.a Support developing countries to strengthen their scientific and technological capacity to move toward more sustainable patterns of consumption and production.

12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

12.c Rationalize inefficient fossil fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.

Opportunities for business transformation with SDG 12

Each and every SDG provides business opportunities. Businesses have a chance to contribute to society and their own bottom line by pursuing the SDGs. The following are the strategies businesses can use to play their role for SDG 12:

- **Adopt circular economy** by designing extended-lifetime goods, promoting repair services, and implementing product take-back programs.
- **Promote sustainable sourcing and procurement** by prioritising ethical raw materials, conduct supply chain analyses, and support suppliers who adhere to responsible practices.
- **Invest in green technologies and renewable energy** by implementing energy-efficient operations, implementing renewable energy solutions, and using modern technology.
- **Integrate Life Cycle Assessments (LCA)** to identify areas for improvement, supporting responsible consumption and production.
- **Set science-based goals** to reduce carbon emissions and increasing resource efficiency.



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Case Study Malaysia

Background



Company RM, a plastic recycling company in Johor Malaysia, focuses on environmental sustainability and waste management. They aim to comply with GHG requirements for export and import development and contribute to SDG 12. To achieve this, they must improve environmental performance and accurately quantify and report their greenhouse gas emissions.

Challenges



Company RM encountered difficulties precisely calculating its greenhouse gas (GHG) emissions, obstructing transparent reporting and compliance with international requirements. Furthermore, overcoming complex GHG rules for export and import caused challenges for Company RM's global market development.

Solutions



BBC assisted Company RM to improve their sustainability objectives by adopting ISO 14067:2018, conducting a comprehensive life-cycle evaluation, empowering sustainable business practices, and organising capacity building training sessions. These solutions improved environmental performance, reduced waste, and fostered a culture of sustainability aligned with SDG 12 goals.

Impact



BBC's strategies have helped Company RM transition into a sustainable business model, achieving accurate GHG emission reporting, aligning with SDG 12, market expansion, and resource efficiency. This has led to increased market growth and a symbiotic relationship between environmental responsibility and financial viability.