



**THE IMPACT OF SUSTAINABLE CONSUMPTION AND PRODUCTION IN
ACHIEVING UNITED NATIONS SDGs (SDG-12) IN DEVELOPING COUNTRIES
(STUDY OF NESTLE NIGERIA PLC)**

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ABSTRACT

The general objective of the study was to examine the impact of sustainable consumption and production in achieving the United Nations SDGs (SDG-12) in developing countries using Nestle Nigeria plc. as a case study. The specific objectives of the were to investigate the relationship between sustainable consumption and production and achievement SDGs (SDG-12) in developing countries. The study used primary data ,purposive sampling was used to select the respondents .The population was 100 and stratified sampling random sampling was used to select 80 respondents .The study employed the use of Pearson product moment correlation in testing the hypotheses and statistical packages for social sciences (SPSS) will be used to analyse the data .The study findings showed that, there is a significant relationship between sustainable consumption and production and SDGs in achieving United Nations global goals in developing countries and also ,sustainable consumption and production addresses global environmental problem .The study concluded that, sustainable consumption and production pattern have impact on United Nations SDGs(SDG-12) in developing countries. The study recommended that, more awareness and campaigns are to be created by the government and companies on sustainable consumption and production pattern in developing countries.

Keywords: SDGS, Sustainable, Production, Consumer, Developing Countries.

1. INTRODUCTION

Sustainable consumption and production is the number 12 goal of United Nations sustainable development goals established in 2015 to 2030 aimed to ensure safe and healthier consumption and production of food in such a way that human consumption and companies production will not affects the environment negatively and causing serious havoc and problems to the ecosystems like tsunami, flood, drought, wildfire ,volcanic eruptions ,landslides ,earthquake and whole lots of environmental degradation issues people are experiencing in the world .It is observed that, majority global environmental problems presently is as a result of unsustainable production and consumption of people in the world .Hence ,this call for urgent attentions and expedites actions towards for a ,fairer ,inclusive and greener better future world for all by 2030.

Goal 12 is aimed at ensuring the world is free of pollutions, and reduce the toxic chemical substances released into the environment through inappropriate, disposal of waste as well as reduce the level of carbon emission greenhouse, release into the environment causing different health hazards in the world, Randers et al,(2019).

Goal 12 of the SDGs can be achieved through reduction of waste and food materials and also ensure that ensure 3Rs are practiced in the context of reduction of waste ,recycling and re-use of packages of products and importantly ensure ecological label and packaged are used on products .

The study seek to ask and proffer solutions to some questions ,that ,does sustainable consumption and production achieve SDG(12) in developing countries and addresses the global environmental problems and why are we still experiencing environmental related issues?



Lastly, the study major aim is to examine the impact of sustainable consumption and production in achieving United Nations SDGs (SDG-12), investigate the relationship between sustainable consumption and production and SDGs achievement in developing countries and also examine whether sustainable consumption and production addresses the global environmental problems.

Research Questions

The relevant research questions for this study are as follows:

- (1) Does sustainable consumption and production achieve SDGs in developing countries?
- (2) Does sustainable consumption and production address global environmental problems?

Research Hypotheses

The following are the research hypotheses formulated for this study:

H₀₁: There is no significant relationship between sustainable consumption and production in achieving SDGs in developing countries.

H₀₂: Sustainable consumption and production does not address global environmental problems.

Literature Review

United Nations Sustainable Development Goals SDGs

UN (2015) declared that Sustainable Development Goals (SDGs) is also known as a global goal and it came into existence in 2015 and it is an agenda promulgated to ensure peaceful co-existence and prosperity of the people in the world for both the present and future generations. These agendas are seventeen goals and targets meant to make life more better, fairer, greener and inclusive world. The goal is meant to cover for 15 years from 2015 to 2030 and transform the world into a more better place. The following make up the 17 goals as:

- (1) **No Poverty**: This goal is the first goal meant to put a stop to poverty in the world both at present and in the future.
- (2) **Zero Hunger**: This goal is basically to ensure no hunger in the world by making provision for food at large scale, ensure nutritive food and enhance productivity in agriculture.
- (3) **Good Health and Well-Being**: This is a guarantee of good health and well-being of all people in the world.
- (4) **Quality Education**: This goal ensures quality and equal education for all.
- (5) **Gender Equality**: The goal is meant to achieve gender mainstream for all women in the world.
- (6) **Clean Water and Sanitation**: This goal is towards ensuring availability of clean water and good sanitation for all people in the world.
- (7) **Affordable and Clean Energy**: This goal guarantees clean, trendy and affordable energy for all people globally.
- (8) **Decent Work and Economic Growth**: The goal is aimed at ensuring economic growth and provision of employment to people.
- (9) **Industry, Innovation and Infrastructure**: This goal is aimed at ensuring inclusive and innovative industrialization and ensure resilient infrastructure.
- (10) **Reduced Inequality**: This is aimed at removing inequality among the countries of the world.



- (11) **Sustainable Cities and Communities:** This goal ensures safe, inclusive and habitable cities and communities for people in the world.
- (12) **Responsible Consumption:** This goal is aiming at ensuring safe and healthy consumption and production for people in the world.
- (13) **Climate Change:** This is meant to reduce climate change actions and its negative impacts on people in the world.
- (14) **Life Below the Water:** This aiming at securing and protecting the life of oceans, marine and seas animals to ensure their availability at all-time and guide against their extinction globally.
- (15) **Life on Land:** This is aiming at protecting all the natural resources on the land, manage forest and guide against bio diversity loss.
- (16) **Peace, Justice and Strong Institutions:** This is aimed at ensuring world peace, inclusive and fair justice for all the people.
- (17) **Partnerships:** this is aimed towards developing strong partnership with other institutions to ensure the achievement of sustainable development goals.

Achieving Sustainable Consumption and Production Pattern

According to UN (2022), United Nations goal 12 is meant to achieve sustainable consumption and production for a sustainable, fairer, greener and inclusive better world for the present and future generations. Furthermore, UN (2022) reinstated that unsustainable consumption and production of individuals and companies are the major causes of climate change and other environmental problems in the environment today as this threatens the well-being and survival of people on the planet. Governments must co-operate to improve resource efficiency, minimize waste and pollution through sustainability practices to achieve economic growth and development through sustainable production and consumption practices globally.

Furthermore, UN (2022) suggested that sustainable consumption and production pattern involves renewable, recycle and reduction of food wastage by industries, consumers and businesses and proper disposal of toxic waste materials and pollutants. To achieve sustainable consumption and production ,strategy of sustainable economic practices such as re-used, re-manufactured, recycled must be integrated to the economy to fully recover the economy and reduces the danger of greenhouse gas emission.

Ten-year framework plan was established on sustainable consumption and production in 2015 to focus on consumer information, sustainable tourism, sustainable lifestyles and education, sustainable building and construction, sustainable food system and sustainable public procurement. Later in 2018, the framework was changed to one planet Network with 500 stakeholders including government, United Nations bodies, civil society, and private sector organizations.

Responsible Consumption and Green Consumers on Sustainability

Responsible consumption and production patterns are relevant and vital for man prosperity, and this can only be achieved through sustainability of the environment via sustainable and responsible consumption and production patterns.

Similarly, unsustainable consumption and production lead to so many environment degradation, climate change crises .wildfire ,flood, tsunamis and earthquake that recently a phenomenon in the world are through waste and this threatens the sustainability of the environment and thus ,this calls for urgent and speedy interventions to rescue man from these



severe and deadly problems threatening the survival, existence ,prosperity of the present and the future generations .

Hence, sustainable consumption as the consumption of products that are environmentally friendly with no harm to its consumption and the environment.

Furthermore, production is sustainable when all stakeholders to the environment, (employees, organizations and communities) benefited in the short and long run ,hence individuals, families, communities ,organizations and institutions must be a responsible consumers and producers by being a green.

Basically, green consumers are consumers that are environmentally conscious and friendly to the environment, hence, they are environmentally centric, as they buy and consume products that are less harmful to the environment.

Targets of Sustainable Consumption and Production

According to UN,(2021),the following are the targets set on achieving the SDG 12 of the United Nations global goals :

- Formulate and execute ten year framework programmes on sustainable consumption and production in the countries of the world.
- Ensure efficient and effective management of natural resources by the year 2030.
- Ensure reduction of food wastage in production and supply chains network by 2030.
- The goal aimed at ensure proper management of the environment in terms of waste management in according to international standard and framework.
- Reduce the level of waste generated via 3Rs' system of prevention, reduction, recycling and re-use methodology by 2030.
- Ensure multinational and global companies adoption of sustainable practices of providing adequate information regarding their sustainability in their annual reports to their stakeholders and people at large.
- Enhanced and encourage public procurement acts and practices in their national policies by countries in the world,
- Provision of relevant and adequate information to people about the need and urgency of practicing sustainability for sustainable development.
- Strengthen and give full support to developing countries on scientific and technological know-how for effective transformation in sustainable consumption and production globally.
- Innovate the use of technologies to monitor sustainable development impacts on tourism.
- Ensure inefficient fossil fuel are rationalize to ensure wasteful consumption and production are guided against and totally avoided.

One Planet Sustainable Consumption and Production

One planet is a new strategy to achieve global sustainable consumption and production from 2023-2030 for the purpose of accelerating the transformation of the world tourism in line with ensuring climate change neutral and pollution free global economy that support the nature and its resources.



UNEP (2015) declared that ,sustainable consumption and production is majorly targeted at protecting and fulfilling the needs of the present and future generations through sustainability of the environment ensuring reduction of waste and effective management of the nature and its resources .

Bsically.one planet is a resilience programme established in 2015 to support and transform the consumption and production to a responsible one as its accelerates climate change action ,build circular green economy and ensure transformational change in food value supply chain.

Driving Forces of Sustainable Consumption and Production Pattern

According to Zinecker at al,(2020) and Merril.et al,(2019),speedy transformation of sustainable consumption and production requires a synergy between human well –being and ecological sustainability as follows :

- (1) **Good Quality Public Services:** This is in line with public services regular awareness and encouragement ensuring well-being of people through responsible consumption and free pollution process of production.
- (2) **Innovative Production System:** This is using innovative production system where labour working hours is reduced for other activities in a bid to ensure responsible production.
- (3) **Support Community Based Companies and Businesses:** This is given support to profit oriented businesses to protect the environment while engaging in their business operations for safety and sustainability.
- (4) **National Policy On Sustainable Consumption:** This pertains to sustainable consumption policy rooted in national policy to promote the well-being of people while ensuring ecological safety.
- (5) **Provision of Health Benefits Programmes:** This is sustainable consumption and production objectives in line with promoting the health of people on the planet through different health programmes available to them.

Prevention and Reduction of Waste through 3Rs'

According to FAO (2018), agricultural products like meats and diary products were wasted up to 1.4 billion in 2017.

Furthermore, UN (2022), to achieve sustainable consumption and production by 2030, waste of materials and food should be reduced to the barest minimum through the methodology of prevention, reduction, recycling and re-use of products according to United Nations SDGs.

Analysis and Study of How Companies Can Practice Sustainable Consumption and Production

According to Wieldman (2013), companies can study and imitate sustainable consumption and production practices of these organizations:

- (i) **Institute of Global Health:** This organization is located in Barcelona in spain and its sustainability consumption and production patterns lies in controlling the amount of water used in Agriculture through irrigation system where nature resources of water are used efficiently and made to be available every time.
- (ii) **Impact Berry:** This company is located in Hong Kong and its sustainability philosophy lies in preventing carbon emissions from the source of coffee supply chain to satisfy the needs of customers and ensure safety, sustainability and well-being of people in the environment during the supply chain.



- (iv) **Loopworm:** This company is into animal food production and its sustainability practices and philosophy lies in ensuring protection of the environment and effective management of waste by converting it to worm to feed fishes.
- (v) **Hydrad:** This is a company located in France and proffers solution to effective management of water using technology of internet of things to gather information and data about abnormal consumption of water in neighbourhood buildings towards SDG 12 achievement.

Theoretical Framework

The theory relevant for this study is Stakeholder theory and corporate sustainability theory

Stakeholder Theory

The stakeholder theory was propounded by Edward Freeman in 1984 and the theory stipulated that, the partakers in organization involves customers ,investors ,owners ,employees, government, community ,suppliers and creditors whose lives were touched by the actions of an organizations.

Hence, business look inwards into the environment to see the ethical obligations they are expected to offer to the stakeholders that will affect them positively by providing them with social well-being.

Sustainability Theory

Sustainability theory is a theory propounded by John Elkington in 1997 as long term maintenance of balance among the triple bottom line of economic, social and environmental factors of organization.

- Economic Sustainability is the long term financial objectives of business in terms of achieving their economic profit while also protecting the environment against pollution and improprie disposal of toxic chemicals into the environment.
- Social Sustainability involves the balancing and maintenance of people lives' and the way they live in terms of opportunities to improve their well -being.
- Environmental Sustainability: This is ensuring protection and conservation of natural environment and its resources while engaging in production processes to ensure safe, better and free polluted environment.

3. METHODOLOGY

The study used descriptive research design as the study investigate the impact of sustainable consumption and production in achieving United Nations SDGs(SDG-12) in developing countries ..The study was limited to Nestle Nigeria Plc .A sample size 80 was obtained from the 100 questionnaires distributed. The primary source of data was adopted for the study. The questionnaires were designed in Likert scale format. Also content validity of the questionnaires was determined by distributing the initial draft to scholars and marketing professionals. The Pearson product moment correlation was used to test the formulated hypotheses to show the relationship between the variables of the study.

RESULTS

The Pearson product moment correlation (PPMC) technique was adopted in this study to analyse data related to the study.



TEST OF HYPOTHESES

HYPOTHESIS 1

Ho: There is no significant relationship between sustainable consumption and production and achievement of SDGs in developing countries.

Hi: There is significant relationship between sustainable consumption and production and achievement of SDGs in developing countries.

	There is no significant relationship between sustainable consumption and production in achieving SDGs in developing countries	Sustainable consumption and production achieve SDGs in developing countries.
There is significant relationships between sustainable consumption and production in achieving SDGs Pearson Correlation Sig. (2-tailed) N	1 80	.586 .000 80
There is significant relationships between sustainable consumption and production in achieving SDGs Pearson correlation Sig. (2-tailed). N	.586 .000 80	1 80

** Correlation is significant at the 0.01 level (2-tailed).

It was observed from the hypotheses one tested that, there is a significant relationship between sustainable consumption and production and SDGs achievement in developing countries at Pearson correlation value (0.586) and the significant value of (0.000).

HYPOTHESIS 2

Ho: Sustainable consumption and production does not addresses global environmental problems

Hi: Sustainable consumption and production addresses global environmental problems.

	Sustainable consumption and production does not addresses global environmental problems.	Sustainable consumption and production addresses global environmental problems.
Sustainable consumption addresses Global environmental problems Pearsson Correlation	1	.792 .000 80



Sig. (2-tailed) N	80	
Sustainable consumption addresses Global environmental problems Pearson Correlation Sig. (2-tailed) N	.792 .000 80	1 80

** Correlation is significant at the 0.01 level (2-tailed).

The hypothesis tested revealed that, sustainable consumption and production proffers solutions to global environmental problems. This was observed at (.792) Pearson correlation value and significant value (.000). .

DISCUSSION OF FINDINGS

The study examine the impact of sustainable consumption and production in achieving SDGs in developing countries The results of the hypothesis one shows that, there is significant relationship between sustainable consumption and production and achievement of SDGs in developing countries at Pearson correlation Value of (.586) and significant value of (.000)).Hypothesis two revealed that, sustainable consumption and production proffers solutions to global environmental problems at Pearson Correlation value of (.792) and significant value at(.000)..The study agreed that, there is significant relationship between sustainable consumption and production and achievement of SDGs in developing countries.

CONCLUSION

The study concludes that, sustainable consumption and production,(SDG 12) should take cognizance of consumption of both the consumers and industries in protecting the earth and ensure policy are formulated for achieving SDG 12.

Also, the study suggested that, SDG 12 can be achieved by 2030 through consumer awareness and education, sustainability innovative ideas, reduction of waste, and eco-labelling products.

RECOMMENDATIONS

The study recommended the following :

- (1)Sustainable green marketing should be given adequate recognition to be practised by organizations
- (2)Multinational companies must ensure SDGs goals and targets are achieved through collaboration and partnership with the stakeholders on environment..
- (3)Governments and companies should campaigns and create awareness on sustainable consumption and production practice in the society
- (4)Companies should be encouraged to adopt the use of preventing waste ,reduce ,recycled and re-use of products.
- (5)Strong education and information campaigns by governments in developing countries on environment safety, conservation, biodiversity loss and climate change through man activities on the ecosystem.



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