

Raise Awareness & Drive Engagement - guided by SWITCH-Asia

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European Union

RAISE AWARENESS & DRIVE ENGAGEMENT

Communicating *effectively* about Sustainable
Consumption and Production (SCP)

Well-defined, contextualised and targeted communication on SCP provides the knowledge needed and helps move away from green- and net-zero-washing. It is a cornerstone for responsible action,

a gamechanger in the transition to sustainability. That is why the SWITCH-Asia SCP Facility has collected lessons learnt from project, policy and advocacy work and published a guide to raise awareness and drive engagement on

sustainable consumption and production. The [practical guide](#) has been designed to overcome some of the challenges encountered when communicating sustainability.

In times of growing concern about global warming, environmental deterioration, pollution, deforestation, and resource depletion, communicating effectively and raising awareness about the importance of SCP and sustainable living remain challenging tasks – and not just in Asia, but globally.