



## THE CONTEXT

Agriculture is one of the sectors with the highest contribution to Paraguay's Gross Domestic Product. Family farming is considered the main cultural and productive nucleus of rural Paraguay, since this type of agriculture keeps alive the traditions and customs of Paraguayan rural families and consolidates the food security of its members and communities. One of the main challenges faced by small producers is access to markets for their products. Agriculture is a major contributor to the greenhouse gas emissions and is thus heavily contributing to climate change.

UNDER A MULTI-LEVEL APPROACH (GOVERNMENT, BUSINESSES, AND CONSUMERS) THE PROJECT SEEKS TO PROVIDE RECOMMENDATIONS AND IMPLEMENT ACTIVITIES NEEDED TO ADVANCE SUSTAINABLE CONSUMPTION AND PRODUCTION.

## THE SCP PROJECT IN PARAGUAY

Engages and advises the national government to develop mitigation strategies and / or action plans for SCP with specific focus on the agri-food sector

Accompanies the private sector to gain knowledge on economic and environmental benefits of sustainable consumption and production, so that they identify relevant SCP principles for themselves, and start integrating them into their business decisions

Helps consumers understand the links between consumption choices and footprints. It provides information on how SCP can reduce the impacts of an unsustainable lifestyle through communication campaigns for awareness raising

## TOOLS

- Awareness-raising initiatives to promote responsible consumption
- Sustainable shelves in supermarkets
- Establishment of business platforms
- Establishment of SDG Hub in collaboration with the Paraguayan Government
- Support of model farms





## CAMPAIGNS AND EXAMPLES

### PLANETA - T

A communication campaign using innovative packaging for tea has been designed:

- Blend blue: Addressing plastic waste
- Blend orange: targeting the consumption of local fruits and vegetables
- Blend yellow: raising awareness on sustainable meat
- Blend green, addressing packaging and recycling



### ACTIVITIES

- Support of local farmers in the conversion to sustainable practices through participatory workshops and the establishment of locally adapted certification systems
- Support of local farmers to access market channels
- Close collaboration with the organic producers Associations APRO and EcoAgro
- Joint activities with the Municipality of Yaguaran on sustainable production and consumption in the region such as setting up farmers' markets and setting up a solar powered drying system

