

Title of Sustainable Development Goal:

15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Life on Land

Short Description of SDG:

An estimated 20% of the Earth's land area was degraded between 2000 and 2015. In 2019, around 1 million animal and plant species were considered as threatened with extinction.

SDG 15 seeks to protect, restore and promote the conservation and sustainable use of terrestrial, inland water and mountain ecosystems. This includes the protection of ecosystems and wildlife against natural and human threats, as well as restoration of degraded natural spaces (desertification, deforestation, polluted soils, etc.). SDG 15 is therefore also about the preservation of basic resources of human living and activities!

Action Area 1

Biodiversity

Question 1 (Action Area 1)

Can you name species of wild fauna and flora living in your region?

1	No
2	<i>I can name a few mammals</i>
3	<i>More than 10 animals and plants</i>
4	<i>I am well informed about wildlife in my region and about endemic species</i>

Question Feedback:

Loss of biodiversity is also due to the widening gap between people and nature, especially for people living in urban areas. When nature is not experienced anymore but is only learned through images and seen as a nice environment for our outdoors activities and leisure, we are simply too disconnected from nature and cannot sufficiently contribute to its preservation.

Question 2 (Action Area 1)

Are you active in protecting native plants and animals?

1	<i>I am not interested in or have no idea how to take part</i>
2	<i>I just pay attention to not purchase products made from threatened or endangered species</i>
3	<i>I am visiting natural areas of my region and try to learn better about wild fauna and flora and their habitat</i>
4	<i>I am member of an NGO dealing with nature in my region</i>

Question Feedback:

95% of Europeans consider that looking after nature is essential for tackling climate change (source: European Commission). But how many of us are looking after nature? Respecting natural spaces & limiting disturbance when visiting them, and getting involved in local NGOs preserving natural habitat or acting as a volunteer in a natural Park are good ways to support wildlife protection in your community.

Question 3 (Action Area 1)

What is your choice for outdoor activities?

1	<i>I prefer indoor activities and I am not looking for greenspaces</i>
2	<i>I am keen on tidy, well-kept urban parks</i>
3	<i>I regularly visit natural spaces in my region</i>
4	<i>I frequently go and walk in natural spaces in my region and I am informed on natural protected areas</i>

Question Feedback:

Biodiversity depends on healthy habitats. Natural areas support the highest biodiversity outside our cities and in our cities, even in backyards, parks, community or individual gardens, farms, etc. The diversity of species relies on the size and the quality of these green spaces. It also depends on limited human interference and on the respect of natural processes such as soil regeneration, pollination, etc. Biodiversity and healthy natural ecosystems provide benefits to human health!

Action Area 2

Ecological footprint

Question 1 (Action Area 2)

Do you care about your water consumption?

1	<i>Water is a renewable resource, there is no need to control my consumption</i>
2	<i>I prefer showers to baths. What more can I do?</i>
3	<i>I try not to leave running water unnecessarily</i>
4	<i>I always try to reduce my water consumption</i>

Question Feedback:

Your "Water footprint" measures water you use, directly (the water coming out of the tap used for drinking, cooking, showering, washing dishes and clothes, gardening etc.) and indirectly (the water used to produce the goods we buy, the activities and services we use. In Europe, we use directly an average of 144 litres of water per person per day.

Question 2 (Action Area 2)

What is your attitude as a consumer?

- | | |
|---|---|
| 1 | <i>I purchase what I want</i> |
| 2 | <i>I purchase what I really want and can afford</i> |
| 3 | <i>I only buy what I need and avoid impulse buys</i> |
| 4 | <i>I only buy what I need and avoid buying single use items</i> |

Question Feedback:

By avoiding buying unnecessary goods and single use items, you are not only saving money. You also reduce your ecological footprint by limiting your personal waste and avoiding the use of natural resources needed to produce any item.

Question 3 (Action Area 2)

One of your electronic items breaks, what do you do?

- | | |
|---|--|
| 1 | <i>I throw it away and go to buy a new one</i> |
| 2 | <i>I throw it in a specific electric waste station and go to buy a new one</i> |
| 3 | <i>I throw it in a specific electric waste station and try to find a second-hand one</i> |
| 4 | <i>I try to get it fixed</i> |

Question Feedback:

Waste of electronic equipment (e-waste) such as computers or mobile phones is one the fastest growing waste streams in the EU. It is composed of a complex mixture of materials and hazardous components that can cause major environmental problems, as well as health problems. Moreover, valuable metals such as gold, silver and copper are used to produce electronics, which are scarce and expensive resources. Think twice before throwing away your electronics!

Action Area 3

Green food

Question 1 (Action Area 3)

Time to eat! What are your food habits?	
1	<i>No time to cook, I am often going to fast-food places</i>
2	<i>No time to cook, I often buy ready-to-eat meals</i>
3	<i>I cook meals at home more than 5 times a week</i>
4	<i>I mainly cook meals at home, with raw ingredients</i>
Question Feedback:	
<p>To achieve lower costs, fast-food and ready-to-eat meals tend to use ingredients with low cost and easy to process such as low-cost meat or palm oil which means intensive industrial farms and mono-crops. These are sources of soil degradation and contamination and use agricultural techniques which cause erosion. Cooking our own meals not only gives you the opportunity to choose good ingredients, but also reduce packaging (and waste!) and contribute to a healthier diet!</p>	

Question 2 (Action Area 3)	
Do you often throw away food?	
1	<i>Often because I buy too much and/or prepare too much food</i>
2	<i>Regularly because I forget perishable food in the fridge</i>
3	<i>Sometimes, but I am trying to buy only what is on my shopping list!</i>
4	<i>I am shopping smart (not too much, checking expiry date and good storage, etc.)</i>
Question Feedback:	
<p>A European study showed in 2016 that an estimated 20% of the total food produced in the EU is lost or wasted. Households are responsible for more than half of the total food waste in the EU (47 million tonnes). Thus, reducing food waste can contribute to limiting the resources used to produce the food we eat!</p>	

Question 3 (Action Area 3)	
How often do you try to buy organic food?	
1	<i>Why should I buy organic food?</i>
2	<i>Rarely</i>
3	<i>Frequently</i>
4	<i>As often as possible</i>
Question Feedback:	
<p>The European “Green Deal” that sets out how to make Europe the first climate-neutral continent by 2050 claimed that there is “an urgent need to reduce dependency on pesticides and antimicrobials, reduce excess fertilisation, increase organic farming, improve animal welfare, and reverse biodiversity loss”.</p>	

Farmers engaged in organic food production are contributing already to these improvements. But consumers choices will play an important role in the expected change!

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