

# SDG 12

RESPONSIBLE CONSUMPTION  
AND PRODUCTION

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## LIST OF ACTIVITIES

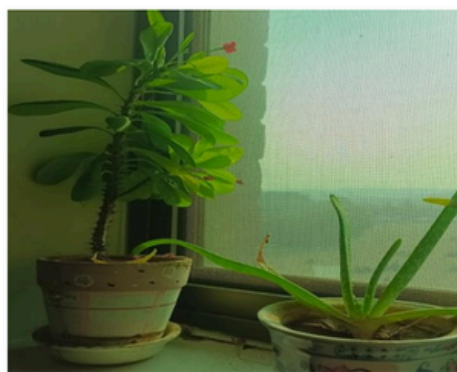
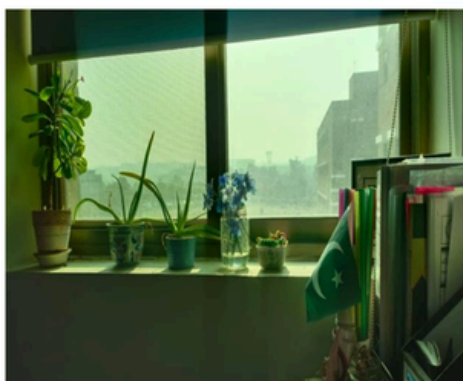
SR. NO.	ACTIVITY TITLE
1	Green Offices Initiative
2	Waste Reduction Competition
3	International Day of Awareness of Food Loss and Waste
4	Junk to Jewel: Sustainability Showcase
5	Responsible Energy Production and Conservation
6	Bird and Cat Feeders Competition

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## ACTIVITY 01: GREEN OFFICES INITIATIVE

**Organized By:**  
The Department of Pharmacy



On November 21st, 2025; a special activity of green offices was initiated. The Green Offices Initiative has played a key role in advancing Sustainable Development Goal (SDG) 12, which targets responsible consumption and production. By encouraging the placement of indoor plants in office spaces, the initiative not only enhances aesthetic appeal but also improves air quality and boosts employee well-being. The incorporation of potted plants contributes to resource efficiency by promoting use of locally sourced and sustainable plant species, thus reducing carbon footprint associated with office furnishings. By raising awareness and taking action, society can work towards safeguarding nature for future generations. The placement of potted plants in faculty offices was started at 11:30am and concluded at 12:00pm.



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## ACTIVITY 02: CLEANLINESS DRIVE ACTIVITY

**Organized By:**  
The Department of Pharmacy



Keep your environment clean



Clean lab instruments properly

The Social Welfare Club of Pharma Spark Society at Capital University of Science and Technology organized Cleanliness Drive on 20th March 2025, aligning with SDG Goal 12: Responsible Consumption and Production. Students from the Pharmacy Department took part in cleaning classrooms, laboratories, and open areas across the campus. Their collaborative efforts contributed to reducing waste and promoting sustainable practices within the university. The drive emphasized the importance of responsible resource management, fostering a cleaner and healthier environment. Faculty members highly appreciated the initiative, recognizing the students' commitment to sustainability. Beyond the immediate impact of cleaning, the event encouraged teamwork, civic responsibility, and instilled pride in maintaining a responsible and sustainable campus.



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## ACTIVITY 03: INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS AND WASTE

**Organized By:**  
The Department of Pharmacy



The event observed the International Day of Awareness of Food Loss and Waste by stressing the urgent need to reduce food wastage in line with SDG 12.3. It informed audiences about the global and national impacts of food loss, including hunger, environmental damage, and economic pressure. This program highlighted that nearly one third of the world's food is wasted annually, showing inefficient use of natural resources under SDG 12.2. Attention was drawn to Pakistan's 36 million tons of food wasted each year, and its connection to inflation, poverty, and malnutrition. Practical measures such as food banks, better institutional planning, and sustainable consumption habits were promoted to reduce waste under SDG 12.5. The session concluded by encouraging mindful daily actions to build a sustainable, hunger free Pakistan.



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## ACTIVITY 04: JUNK TO JEWELS: SUSTAINABILITY SHOWCASE

**Organized By:**  
The Department of Psychology



The Department of Psychology organized a "Junk to Jewel's: Sustainability showcase" event under the umbrella of Directorate of Sustainability and Environment (DSE). The event aimed to promote recycling, upcycling, and responsible consumption in compliance with the target 12.5. Students displayed innovative products made from recycled materials on tables decorated with reused items, emphasizing sustainable practices. Faculty and students across the university visited the desks, engaging with participants to learn about their creations. The event successfully raised awareness about waste reduction and inspired attendees to adopt sustainable habits, demonstrating the value of individual efforts in achieving global sustainability.



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## ACTIVITY 05: RESPONSIBLE ENERGY PRODUCTION AND CONSERVATION

**Organized By:**  
The Department of Pharmacy



In alignment with SDG Goal 12, the FM recording activity on responsible energy production and conservation provided students with a hands-on platform to explore sustainability through media and communication. The session not only offered practical experience in audio recording and broadcasting but also encouraged critical thinking and collaboration among participants. Emphasizing the need to reduce energy waste, enhance efficiency, and shift towards renewable sources, the activity aimed to instill a deeper understanding of sustainable energy practices. It highlighted the importance of mindful energy consumption as a key step toward environmental protection and long-term resource preservation. Through this initiative, students were empowered to engage with real-world challenges and explore innovative solutions for a more responsible and sustainable future.



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## ACTIVITY 06: BIRD AND CAT FEEDER COMPETITION

Organized By:  
The Department of Pharmacy



The Social Welfare Club of Pharma Spark Society, in collaboration with Directorate of Sustainability and Environment (DSE) organized 'Bird and Cat Feeder Competition'. This competition aimed to assess the creativity of students and make them interact with nature in alignment with SDG Goal 12: Responsible Consumption and Production. The competition promoted sustainable solutions for feeding birds and cats, aligning with SDG 12.2 on efficient resource use. It successfully reconnected students with nature and raised environmental awareness, supporting Target 12.8. By encouraging creativity and practical learning, it fostered responsible behavior toward ecosystems and biodiversity, contributing to Target 12.5 on waste reduction. Overall, the event highlighted the importance of sustainable practices through hands-on, educational engagement.

