



Toolkit - Resources for trainers

Good Practice - SDG Nr. 12

Woskowijka by Malu

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

Goal number 12 relates to Responsible Consumption and Production. It aims to ensure sustainable consumption and production patterns.

Social Goals

The aim of this initiative is to efficiently use of the natural resources through choosing reusable products to reduce your plastic waste.

What need does it cover?

Many people, who run their own home, often have to pack some food, store it for later or take it to work / on a trip. Most often, aluminium foil, food foil or plastic containers are used for this purpose. Their use generates unnecessary waste, because such packages are usually single-use. Additionally, food stored in plastic tends to spoil or mold more quickly, resulting in food waste.

Manufaktura Malu and their product – “Woskowijki” (wax packaging) - aims to reduce the use of virgin plastics by 30% in packaging placed on the market.



<p>How was it founded?</p>	<p>“Woskowijka” (wax packaging) by Malu is an eco-alternative to foil food and disposable containers. Manufaktura Malu is the first and currently the largest producer of wax packaging on the Polish market. The company was founded at the turn of 2017 and 2018 in Krakow and from the very beginning it has focused on the highest quality of the product and unique design.</p> <p>Manufaktura Malu is the owner and originator of the brand Woskowijka®, which was later adapted by other producers.</p>
<p>How does it relate to SDGs</p>	<p>Sustainable consumption and production require a systematic approach and cooperation of actors involved in the entire supply chain, from producers to consumers. This process involves conducting educational and other activities for consumers to raise their awareness of sustainable consumption and the lifestyle associated with it.</p> <p>This good practices directly relates to SDG 12 which refers to increasing the efficiency of resource use and changing the approach to resources by departing from their linear management, as well as changing consumption patterns (development of a circular economy)</p>



Good practices

Wosowyjki (wax packaging) by Malu are natural food packaging to replace cling film, aluminum foil or disposable plastic containers. It is a kind of piece of organic cotton in a special mixture based on beeswax, in which food can be wrapped to store or transport it. They are 100% natural, reusable and have antibacterial properties that result in longer freshness of stored food. This wax packaging are perfect for storing bread, sandwiches, vegetables, fruit, cheese, snacks, and to cover a bowl or cup. They are not recommended for use with raw meat. Just put it on a dish or object, press it down with your hands and wait a few seconds. Under the influence of the warmth of the hands and pressure, it will take the shape of the object and stick together to pack the selected item.

Certified organic cotton - the highest standard in the textile industry, purified beeswax, pine resin and jojoba oil. Thanks to the natural properties of wax and resin, the wax beads extend the freshness of products and have antibacterial properties. Woskowijka by Malu has tests carried out by a professional certifying company, allowing the product to come into contact with food.

The company cooperates with specialized ecological and zero waste stores and drugstores.

How to work on it

Not only food production has a big impact on the environment (agriculture, food processing). Also, households, through the choice of food products, diet and habits, influence their environment, the amount of energy consumed and food wasted. Each year, about one-third of all food produced - or 1.3 billion tonnes of food worth around \$ 1 trillion - is either wasted in homes or shops, or spoiled due to poor transportation and harvesting practices.

The Inclusion project and its students can learn, by consciously shopping and choosing these products that do not harm the environment and use natural products, by doing some research and buying from companies you know have sustainable practices and don't harm the environment.

