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# THE ROLE OF DIFFERENT STAKEHOLDERS IN REALISING SUSTAINABLE CONSUMPTION AND PRODUCTION IN LITHUANIA

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## Abstract

In recent years companies have become more interested in the implementation of sustainability principles in their business activities. However, despite the improvements in their practices, an increase in the amount of general consumption often exceeds the achieved progress. Thus, it is essential to consider that the relation between consumption and production should be evaluated systematically and technological approaches are not enough to realise the goal of sustainable consumption and production (SCP) without the assessment of human choices. Considering that various stakeholders are incorporated in the production and consumption system, it is necessary to explore the connections between them, company and consumers. On purpose to identify these relations, the survey applying a stratified sample with simple random sampling in the strata was conducted for the representatives of consumers and companies of Lithuania. First, a literature review of the initiatives related to sustainability of the main participants of the consumption and production system – companies and consumers as well as other stakeholders such as governments, non-governmental organisations, education and science institutions and the media is presented. Then, the results of surveys based on the literature review are highlighted. The interviewees agreed that the majority of the listed stakeholders' initiatives have favourable opportunities to promote the implementation of SCP in Lithuania and efficient progress can only be achieved if all of them closely collaborate. The summarised results are included in a new original model of SCP – the Sustainable and Responsible Company model, which could help enterprises to orient within the current situation in the production and consumption system as well as support further education and awareness of consumers.

*Key words:* company, consumer, survey, sustainable consumption and production (SCP), stakeholder

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