

# **Conscious Consumerism—An Illusion of Change or a Green Reality?**

Refraining from indulging in fast fashion, ensuring your seafood is ethically sourced, and recycling old newspapers—these are just some of the practices expected of you as a consumer in the 21st century. The sustainability movement is advertised as something that everyone at every economic level can and should practice, but skepticism around conscious consumerism remains.