

# Local Consumption Circular Economy

## Panelists

**Viviana Mahbu**

**Moderator**

Promoter of sustainable projects and artisanal practices

**Jorge Taddei**

Director of Raíz de Fondo

**Philippe Danigo**

Aquaculture Specialist at Sol Azul

**Alejandra Frausto**

Secretary of Culture, Government of Mexico

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# Conscious Local Economy

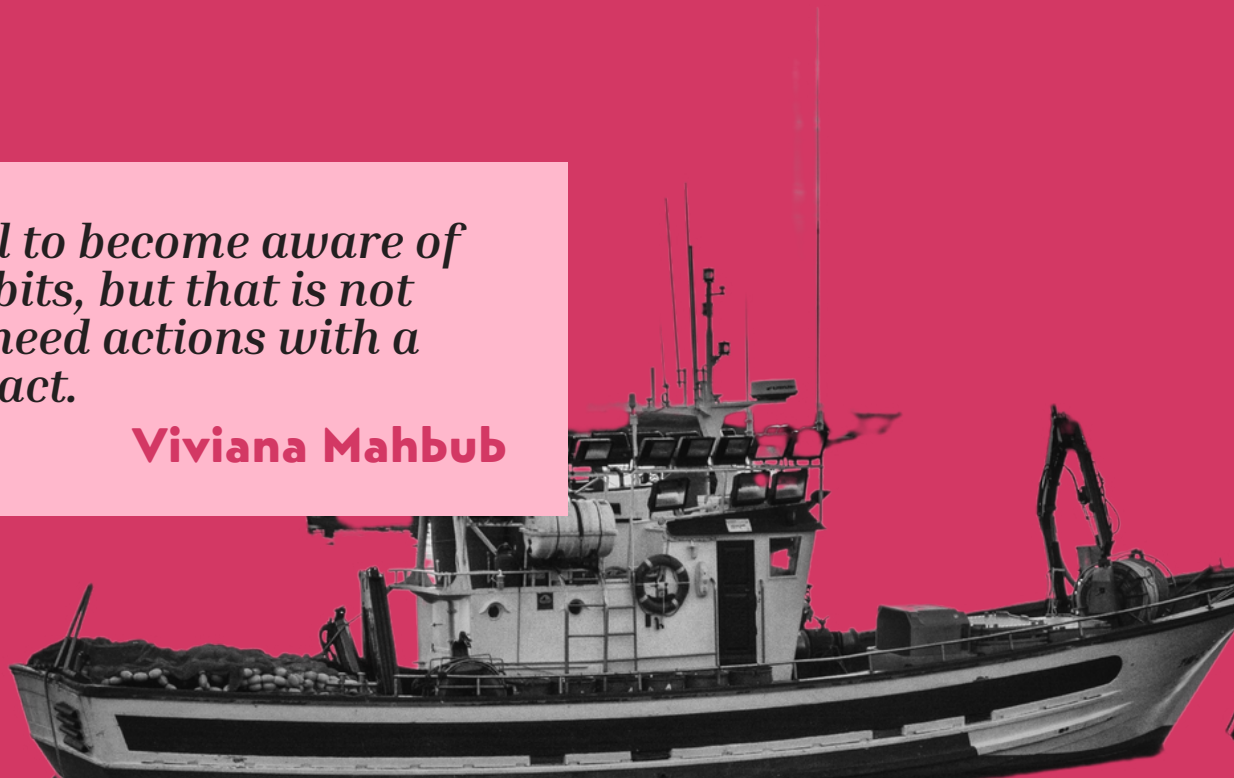
## Viviana Mahbub

Viviana explained two key concepts: local consumption and circular economy. Local consumption is a model of conscious consumption based on values like respect, responsibility, and support for the community and local economy. It promotes fair trade and recognizes the added value that regional producers offer. This type of consumption also contributes to job creation, the preservation of cultural, social, and artisanal practices, and strengthens social cohesion and community identity. Additionally, it reduces pollution levels and fosters socio-economic development.

On the other hand, the circular economy is a sustainable model of production and consumption aimed at mitigating the negative impacts of linear economy and mass production on human health and the environment. This model optimizes resource use and promotes efficiency, reducing pollutants in land, air, and water, as well as greenhouse gas emissions. The circular economy seeks to preserve and enhance natural capital through the conscious and efficient use of renewable natural resources.

*It is essential to become aware of our daily habits, but that is not enough; we need actions with a broader impact.*

**Viviana Mahbub**



# Community Management and Environmental Conservation

## Jorge Taddei

Jorge Carlos Taddei Arriola highlighted how our daily consumption decisions have great potential to influence the development of our communities, like La Paz, guiding us toward the future we want and rejecting what we don't. However, he emphasized that this potential is "dormant" and requires collective agreements to be harnessed. He noted that, while actions like recycling or avoiding straws are useful, they are not enough to address the global crisis, which includes environmental, social, and inequality issues.

Drawing from his experience with Raíz de Fondo, Jorge shared how they promote a more sustainable lifestyle through community and school gardens. This practice, though now seen as disruptive, was common in past generations and seeks to reconnect people with the land. He acknowledged that changing the world "one garden at a time" is a challenging but necessary endeavor, encouraging the community to join these initiatives to transform their surroundings through local actions.

*Every small consumption decision has the potential to define the kind of future we want and the one we reject.*

**Iván Martínez Ivanov**

Jorge insisted that everyone should take responsibility from their own position, whether they are entrepreneurs, citizens, or public servants, making conscious decisions without succumbing to frustration. He mentioned that efforts are being made towards more sustainable practices in both government and the private sector, but the real challenge lies in bringing these discussions beyond specialized circles, embedding them in daily life, and achieving an urgent collective change.



# Bivalve Mollusk Aquaculture and Circular Economy Principles

## Philippe Danigo

Philippe explained how bivalve mollusk farming aligns with the principles of circular economy, emphasizing its low environmental impact, capacity to optimize natural resources, and reduce carbon emissions. He highlighted that bivalves are filter feeders that purify water and act as carbon sinks by capturing CO<sub>2</sub> in their shells, representing a sustainable option compared to more resource-intensive aquaculture methods.

*“We are in a historic transition toward aquaculture, similar to the shift from hunter-gatherers to agriculture, but this time in the sea.”*

**Philippe Danigo**

The aquaculture specialist also discussed the importance of cooperative collaboration to overcome challenges such as seed production and product certification, mentioning successful examples of women’s cooperatives in Baja California Sur. Philippe also stressed the need to foster the creation of regional brands associated with the quality of the natural environment.

He urged connecting scientific knowledge generated in various research centers in La Paz with fishing communities to accelerate the transition to sustainable farming and avoid past mistakes. He pointed out that Baja California Sur, with its clean waters and privileged environment, offers enormous potential to develop aquaculture as an alternative to extractive fishing. He concluded by emphasizing the importance of perseverance and teamwork to capitalize on the opportunities the marine environment offers, encouraging students and professionals to get involved in the field to drive this transformation towards a more sustainable future.

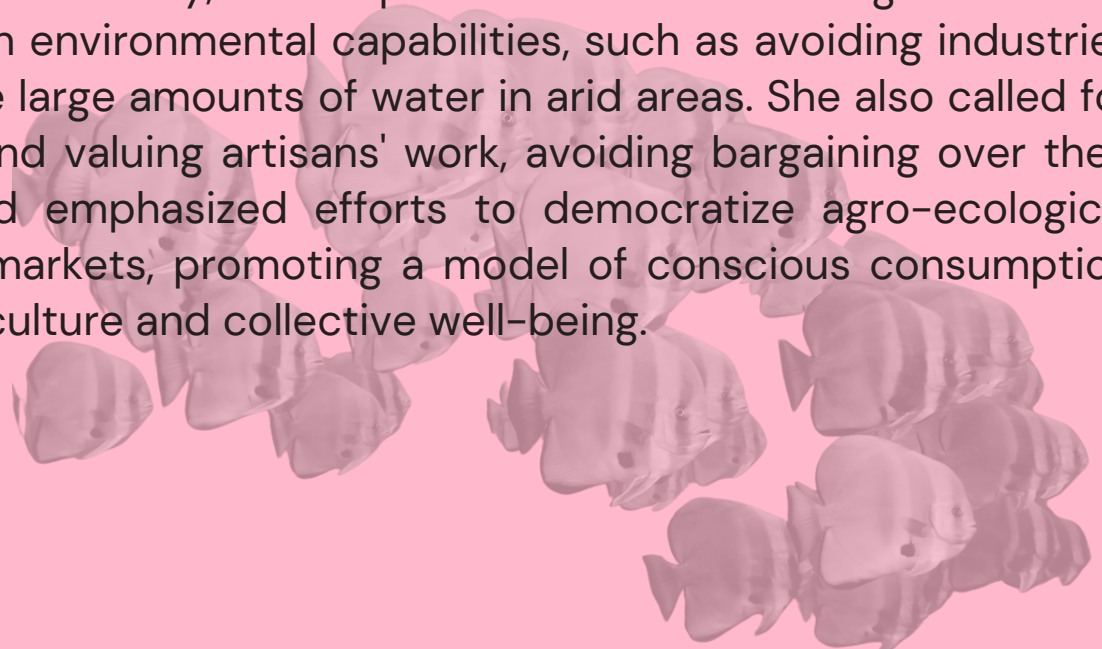
# The Power of Culture

## Alejandra Frausto

In her presentation, Alejandra Frausto spoke about the importance of cultural identity and community collaboration as pillars of a circular economy. She mentioned that every local consumption decision impacts the social fabric and that returning to local values involves reclaiming the dignity and cultural wealth of communities, especially in marginalized regions. She highlighted the fight against cultural plagiarism by international brands, promoting national initiatives like "Original," a space where communities can showcase and sell their textile creations fairly and with dignity, without intermediaries taking away their value.

The secretary also talked about "Creative Seeds," a program that uses art and culture as tools to transform communities affected by violence. These spaces provide children and young people with a safe environment and artistic learning, developing skills such as music, photography, and theater. Constant participation in cultural activities strengthens the sense of belonging and helps create a culture of peace in vulnerable communities.

Regarding sustainability, she emphasized the need to align economic decisions with environmental capabilities, such as avoiding industries that consume large amounts of water in arid areas. She also called for recognizing and valuing artisans' work, avoiding bargaining over their products, and emphasized efforts to democratize agro-ecological and folk art markets, promoting a model of conscious consumption centered on culture and collective well-being.



# Conclusión

The panel discussion highlighted the importance of connecting our daily decisions with collective well-being, emphasizing that local consumption and circular economy are essential tools to transform our communities. Viviana pointed out how local consumption strengthens the social fabric and keeps customs and traditions alive, while the circular economy aims to optimize resources and reduce environmental impact. Jorge stressed that every daily consumption action has transformative potential, although he insisted that only with collective agreements can we face the current systemic crises.

Philippe showed how bivalve farming embodies the principles of circular economy, demonstrating that collaboration and proximity are key to sustainability, and Alejandra underscored the need to reclaim cultural identity from a local perspective, promoting community dignity through programs like "Creative Seeds." Together, the panelists agreed that the transformation toward a fairer and more sustainable model depends on both individual responsibility and community collaboration, with culture and respect for the environment as central axes of change.

*Returning to the local is about reclaiming our cultural identity and dignity; we cannot lose sight of our roots.*

**Alejandra Frausto**



# Objective

Consuming regional products and services strengthens cities and their inhabitants. In this panel, you will learn how local consumption invites you to a broader sustainable movement encompassing mental health, harmony, and the economy of its residents.





“ *Every small consumption decision has the potential to define the kind of future we want and the one we reject.* ”

**Jorge Taddei**



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full panel

