

# SuperDrecksKëscht®

## The 6 pillars:



LE GOUVERNEMENT  
DU GRAND-DUCHÉ DE LUXEMBOURG  
Ministère du Développement durable  
(Pôle Climat)



### 3<sup>rd</sup> pillar: *Clever akafen* (Clever shopping) - intelligent and sustainable consumption



Together with the commerce and the consumer protection union

It can also be stated in this case that economics and ecology are not contradictions. Commerce has recognized that the sale of sustainable products is useful for the preservation of their own business basis. Together with the consumer protection union the *SuperDrecksKëscht*® advises the consumer how to consume in a good, inexpensive and sustainable way.



#### Accumulators and illuminants

... expend energy and can contain pollutants. *Clever akafen*-products can avoid through their long lifespan not only waste, but also need less energy than traditional products.



#### Colours and detergents

... can possibly contain harmful substances that can pollute air and water and damage human health. *Clever akafen*-products are strictly controlled and protect the environment.



#### School and office supplies

Ecology in the office and in schools with the *SuperDrecksKëscht*®. Together with her partners, the *SuperDrecksKëscht*® promotes products that are environmentally friendly and not harmful for health as for instance booklets, pads, paper and writing tools.



[www.clever-akafen.lu](http://www.clever-akafen.lu)

awarded with the label  
'best practice' by the  
European Commission

