

Shaping Sustainable Consumption and Production

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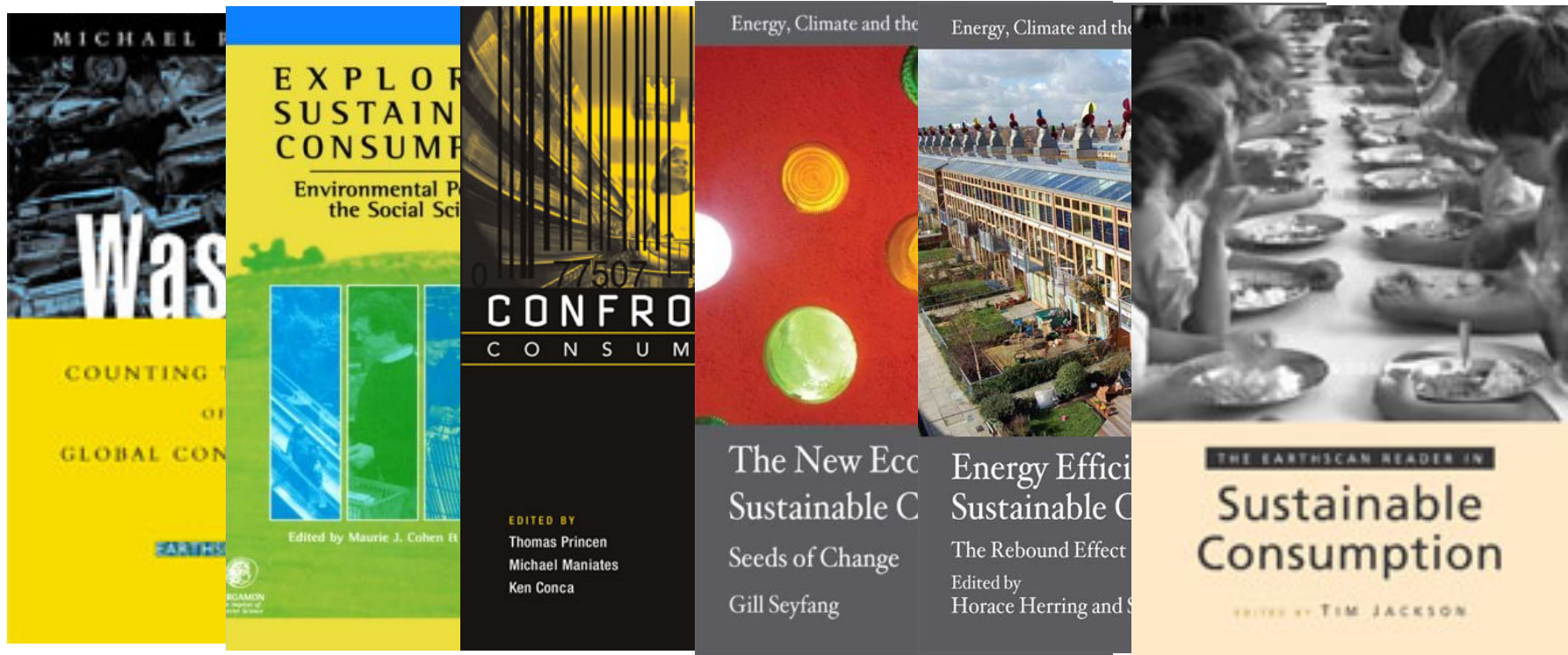
Brief Overview of Sustainable Consumption Policy

The last twenty years have seen the emergence of an international policy agenda organized around the notion of “sustainable consumption” (or “sustainable consumption and production”).



Sustainable Consumption

A research field has emerged over the past decade to study the social and environmental implications of household consumption.



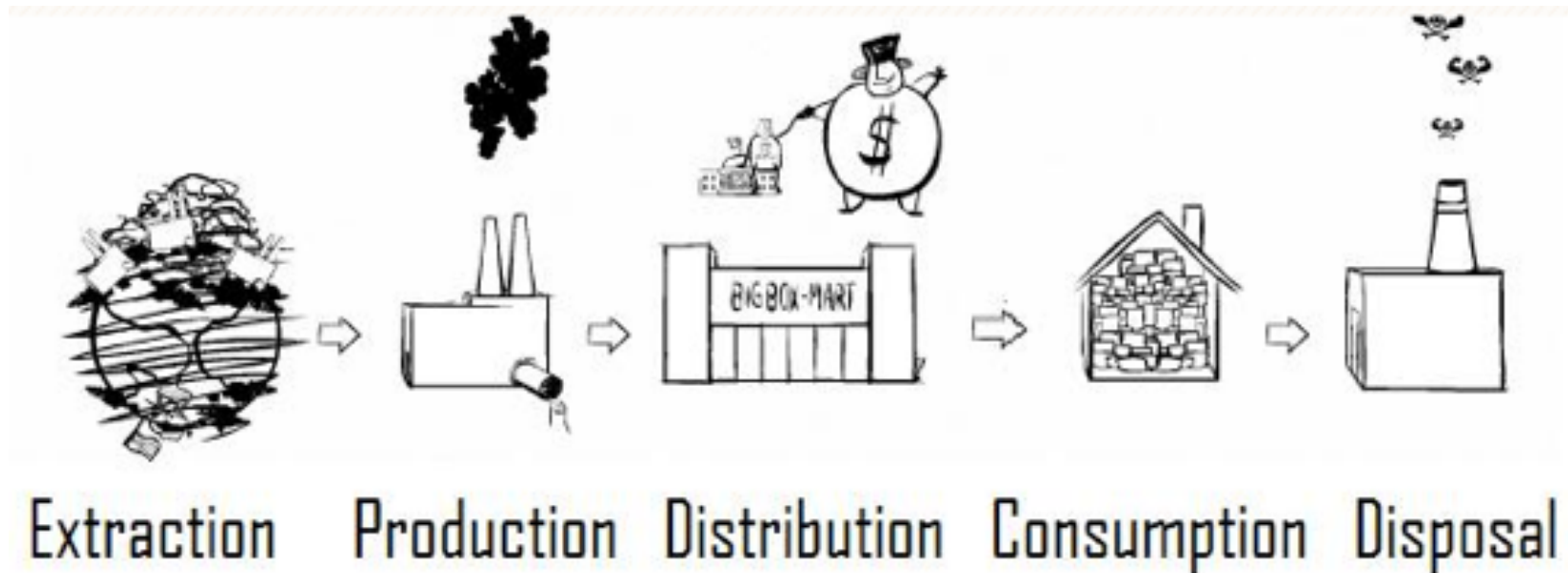
Production vs. Consumption

It is not possible to have a meaningful discussion of sustainability while retaining a sole focus on production.



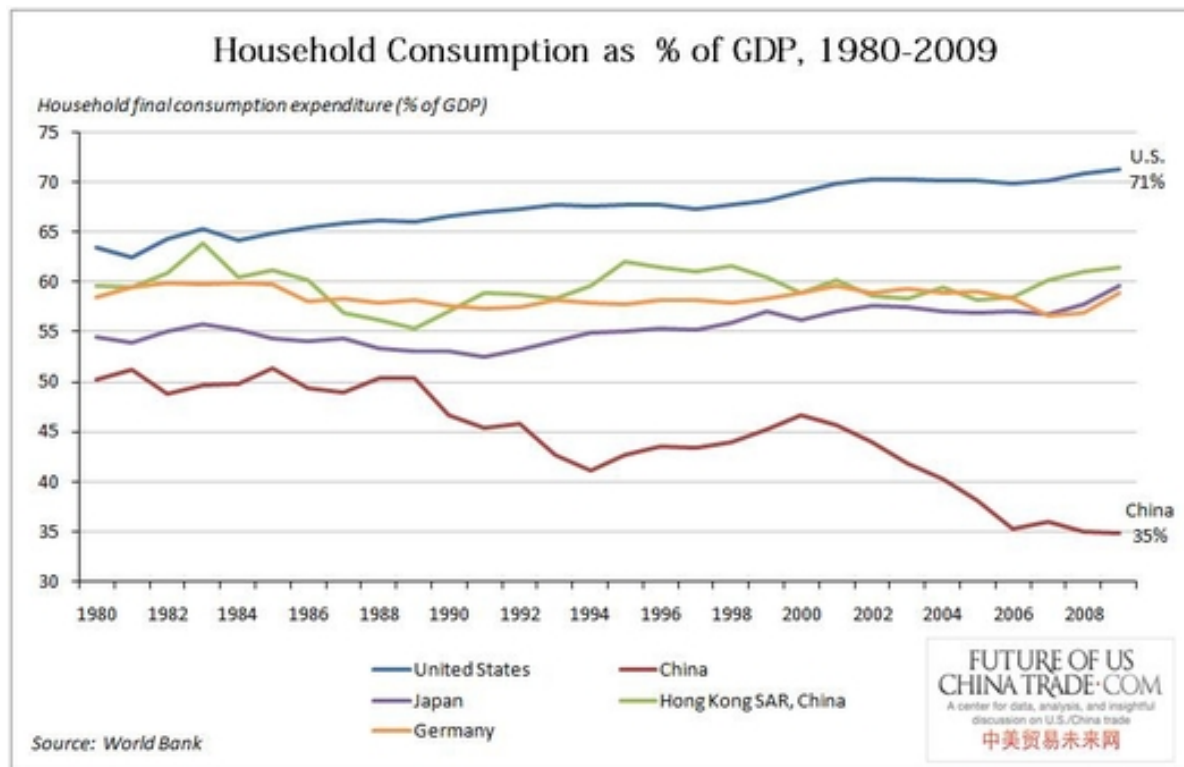
Life Cycle Thinking

Effective sustainability policy and practice requires thinking systemically from the standpoint of product life cycles.



Consumption Matters

In the United States, more than 70 percent of the economy is predicated on household-level consumption.



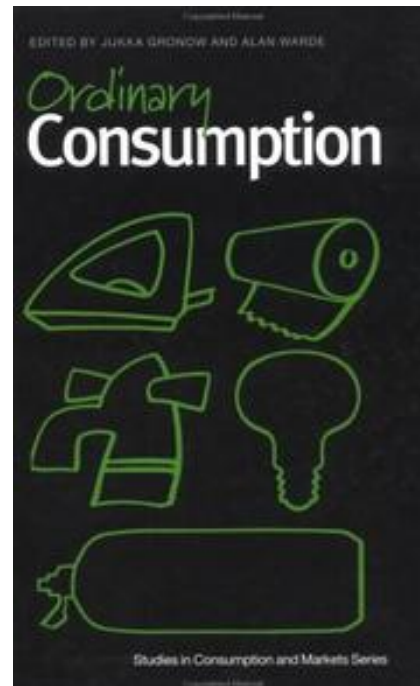
Consumption-First Approach to Sustainability

It is end-use consumers who are responsible for pulling energy and materials through the global system and hence consumption represents an important leverage point for sustainability.



Consumption-First Approach to Sustainability

Despite inclinations to focus on extravagant modes of consumption, it is the multitude of ordinary consumption embedded in habituated daily practices that is most salient (e.g., energy use, transportation, food).



Weak vs. Strong Sustainable Consumption



Weak Sustainable Consumption (Green Consumerism)

- **Consumer education**
- **Ecological labeling**
- **Product certification**
- **Energy efficient products and services**
- **Public procurement**



Weak sustainable consumption primarily focuses on the quality rather than the quantity of consumption. These types of initiatives all tend to induce rebound effects and other perverse outcomes.

Shopping Our Way to Sustainability?

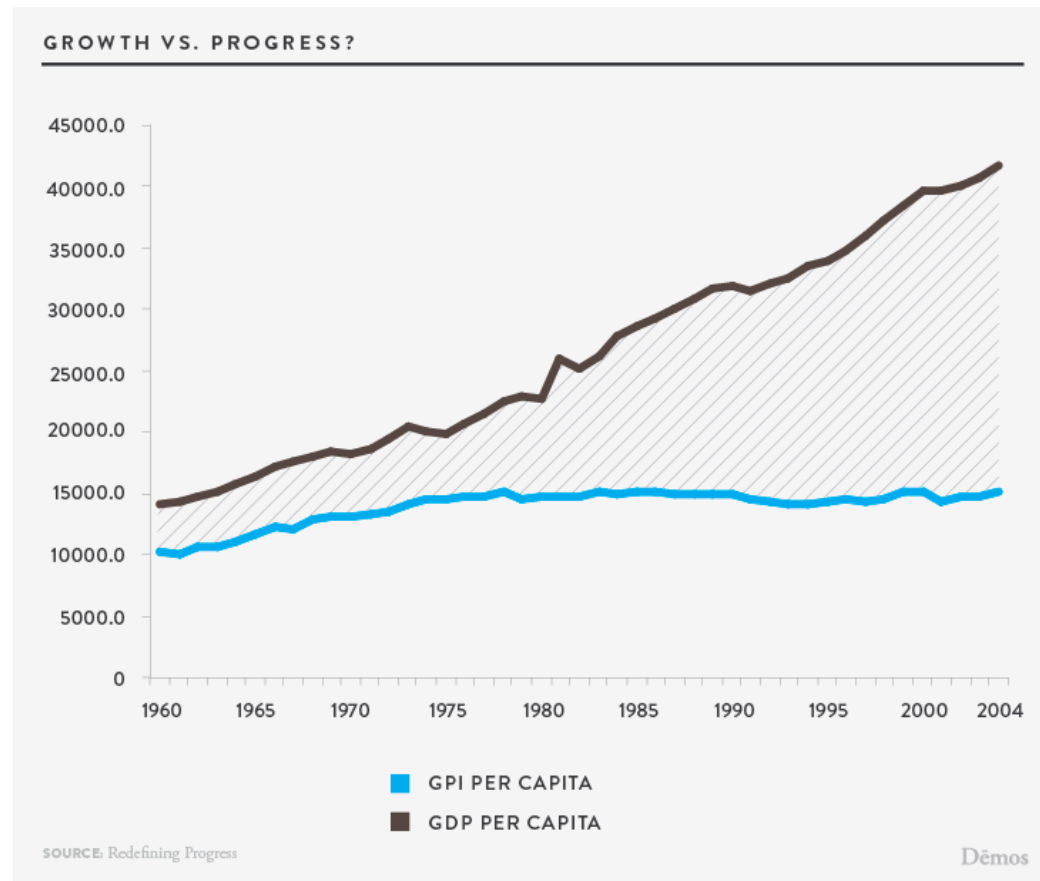


Toward Strong Sustainable Consumption

Proponents of strong sustainable consumption are seeking to highlight the inadequacies of a singular focus on consumptive efficiency and to develop new notions predicated on an understanding of sufficiency.

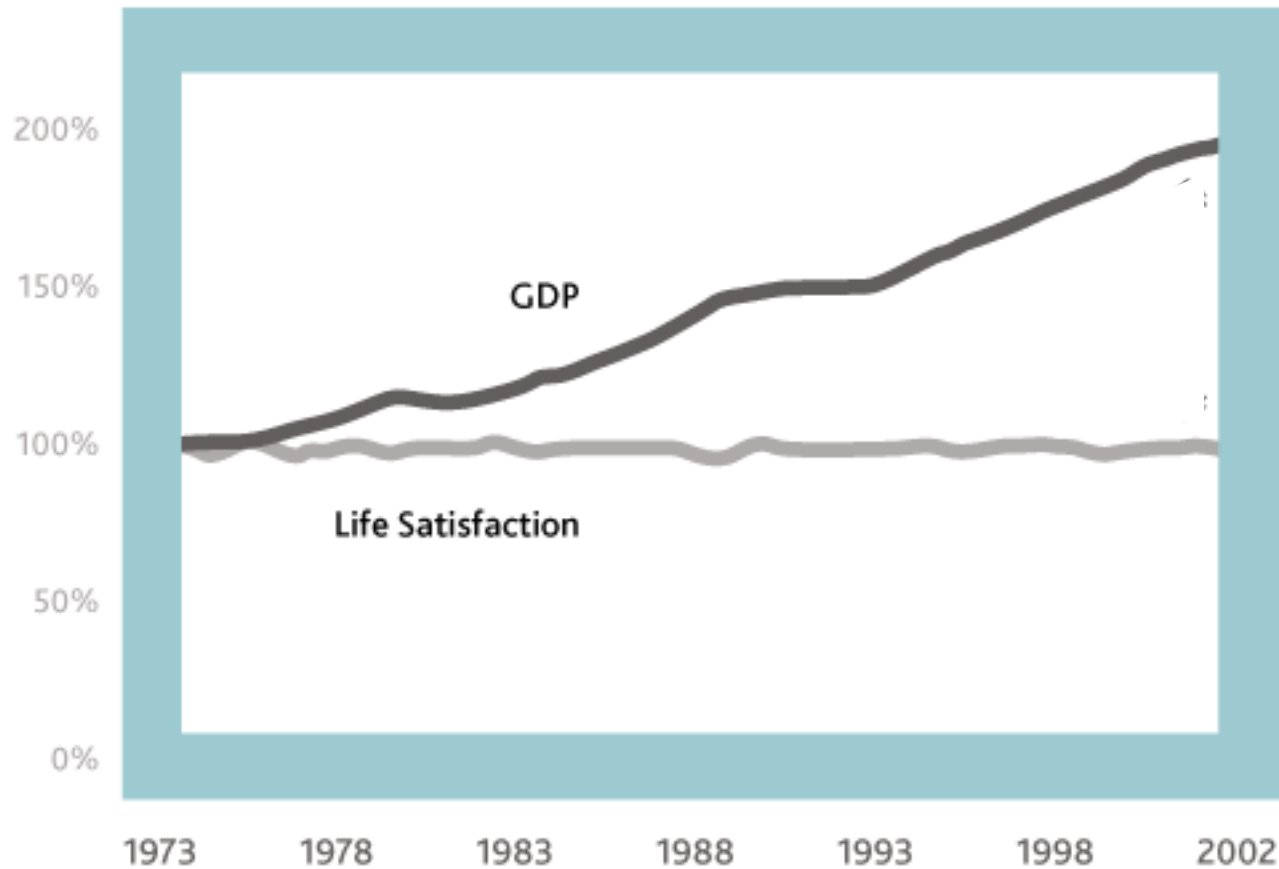


Toward Strong Sustainable Consumption



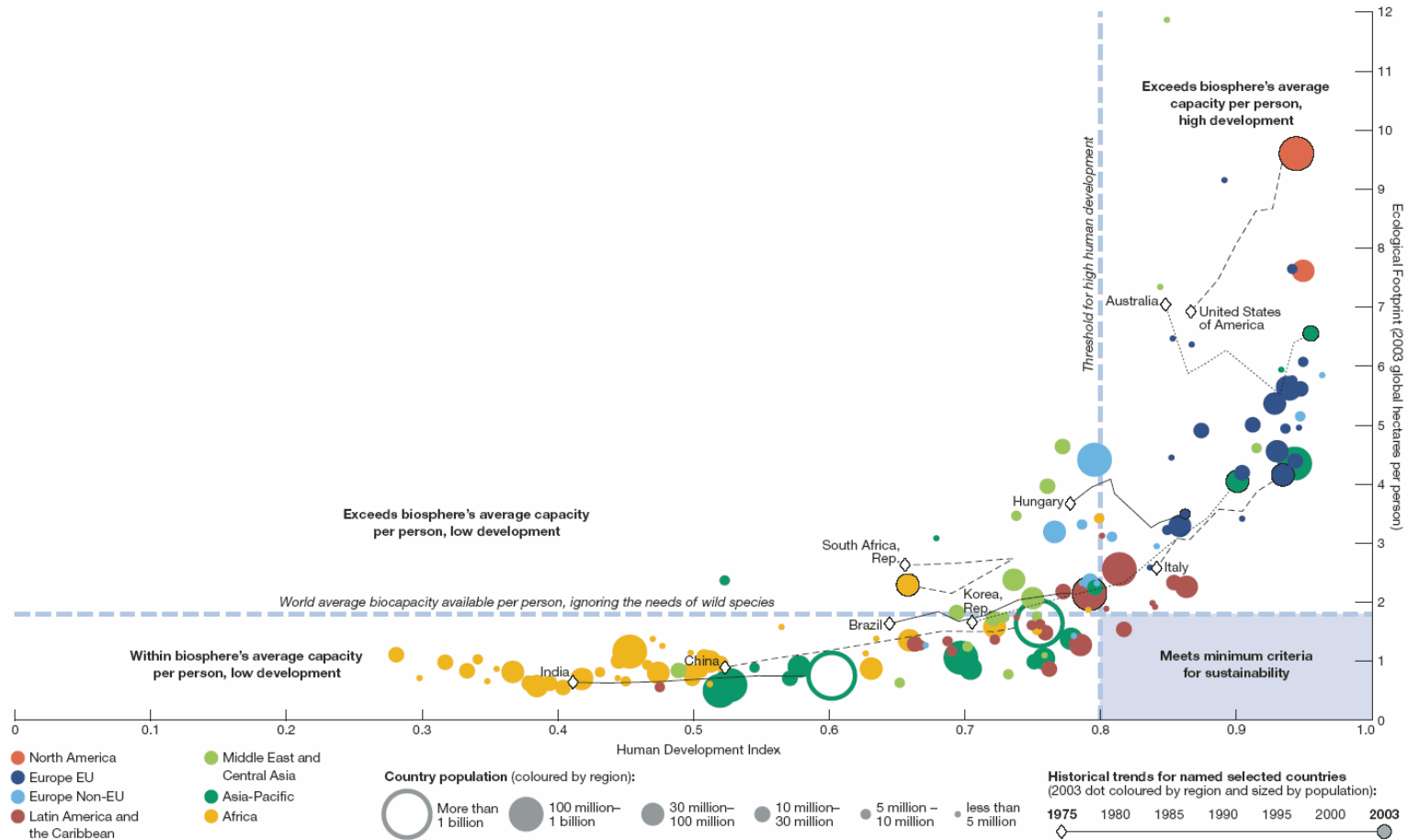
Toward Strong Sustainable Consumption

UK Life Satisfaction and GDP: 1973-2002



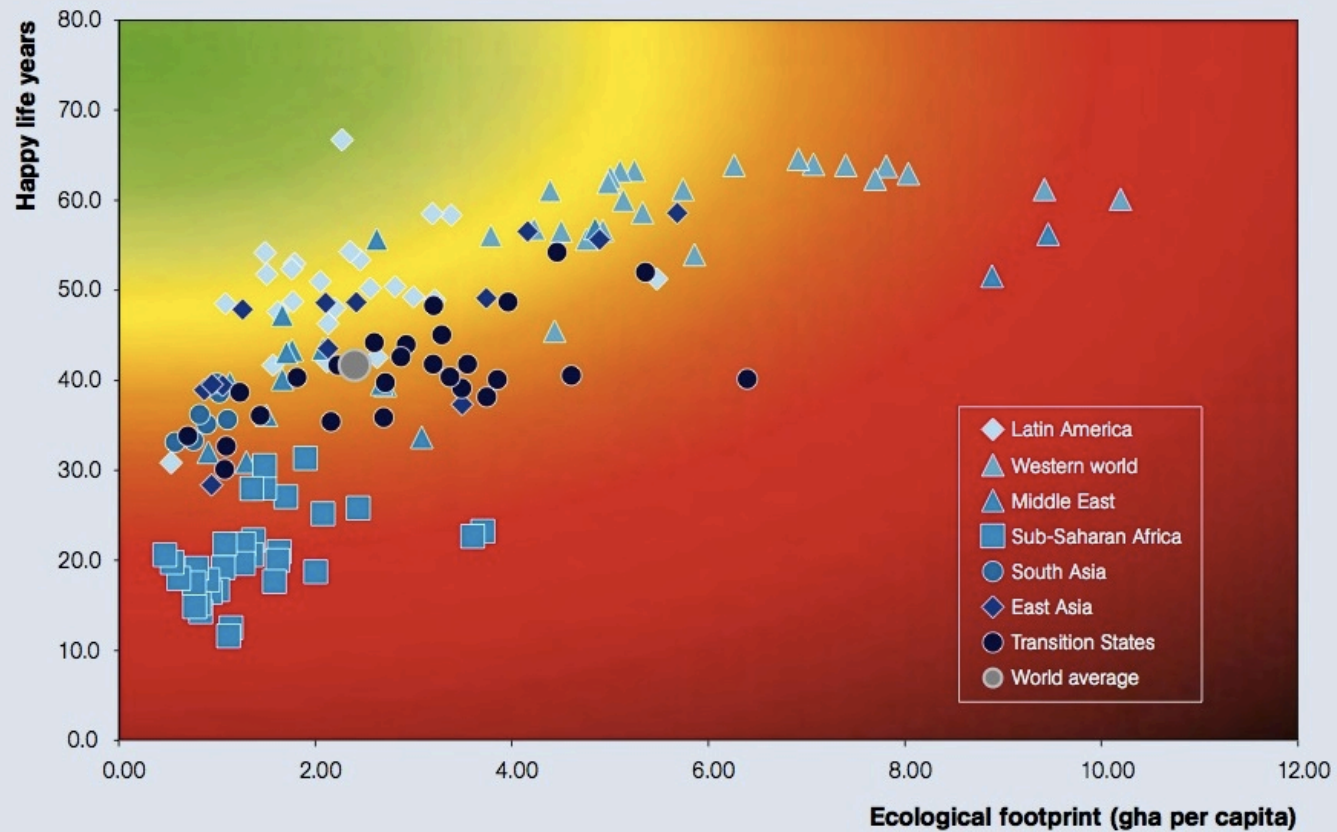
Efficiency Measures of Strong Sustainable Consumption

Fig. 22: HUMAN DEVELOPMENT AND ECOLOGICAL FOOTPRINTS, 2003

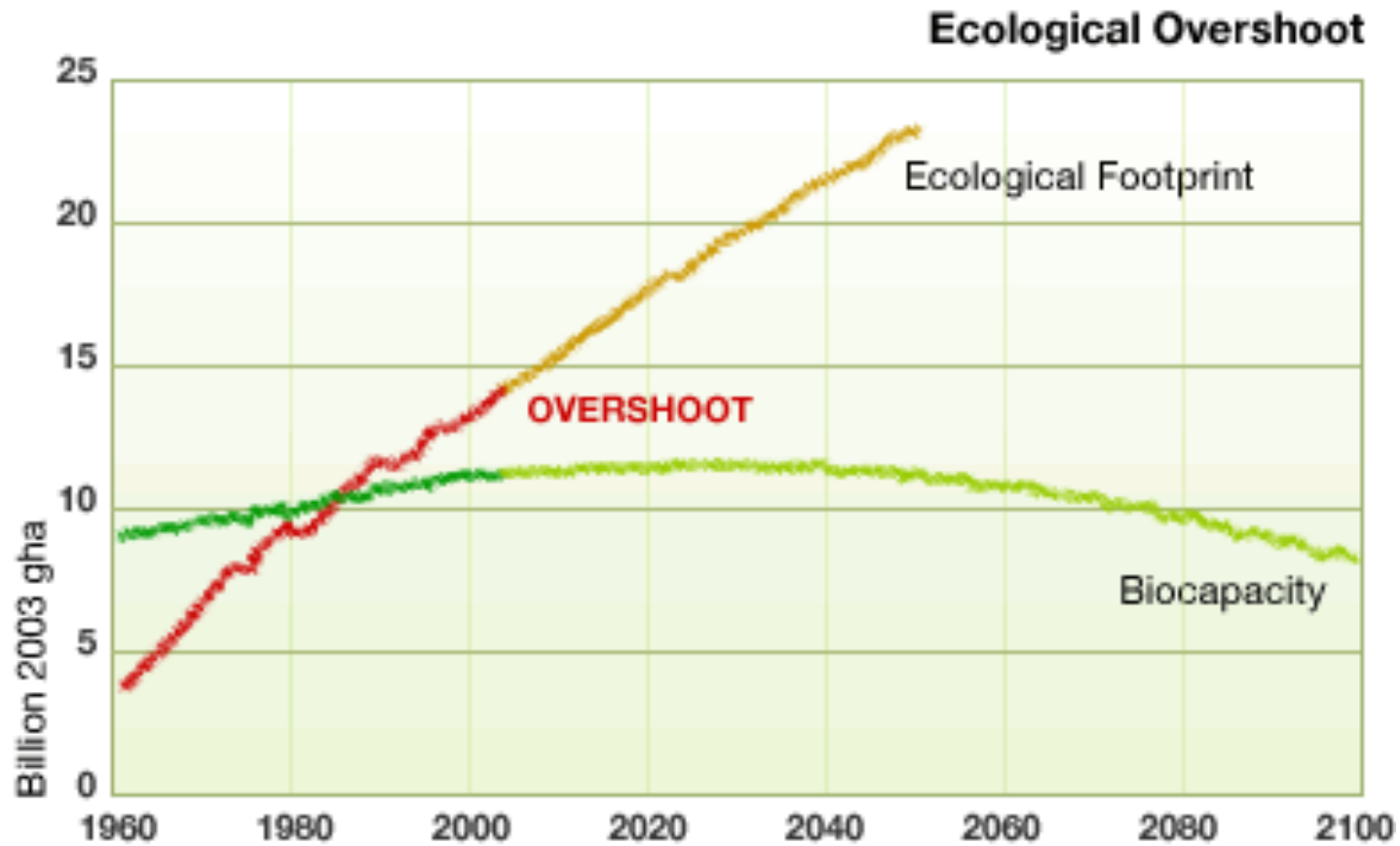


Happy Planet Index

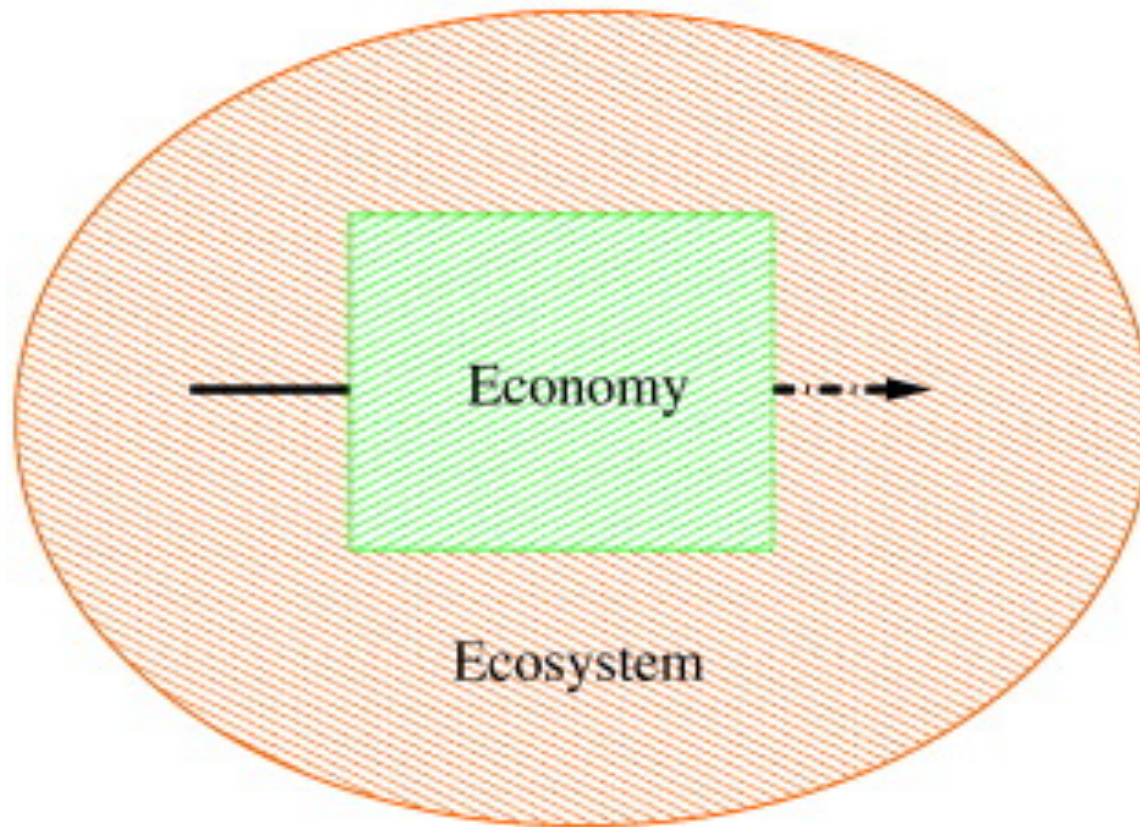
Figure 8: The green target. Happy life years and ecological footprint for 143 countries, and world average



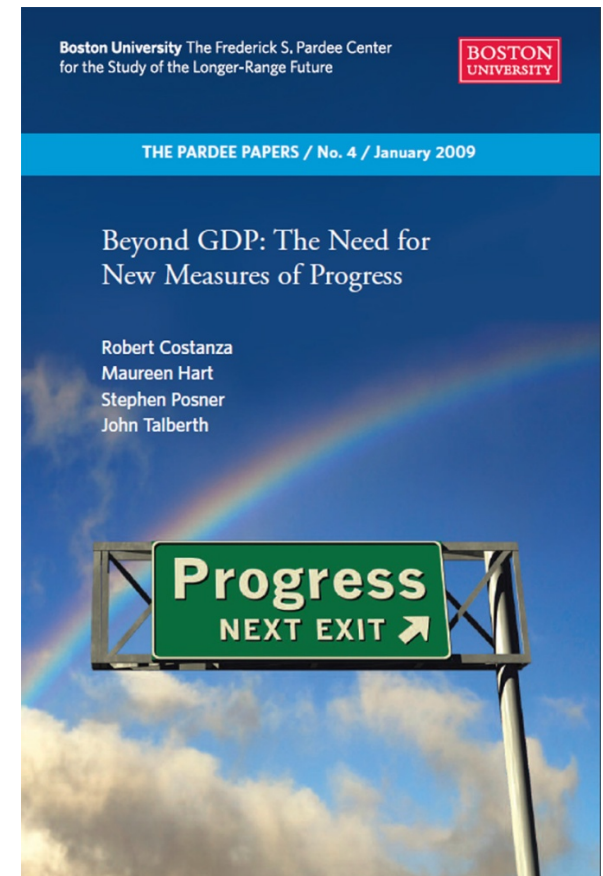
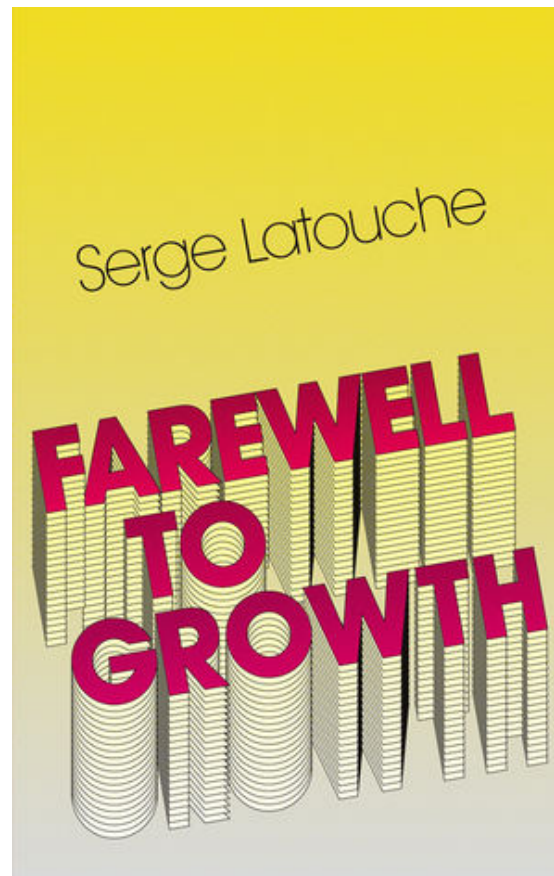
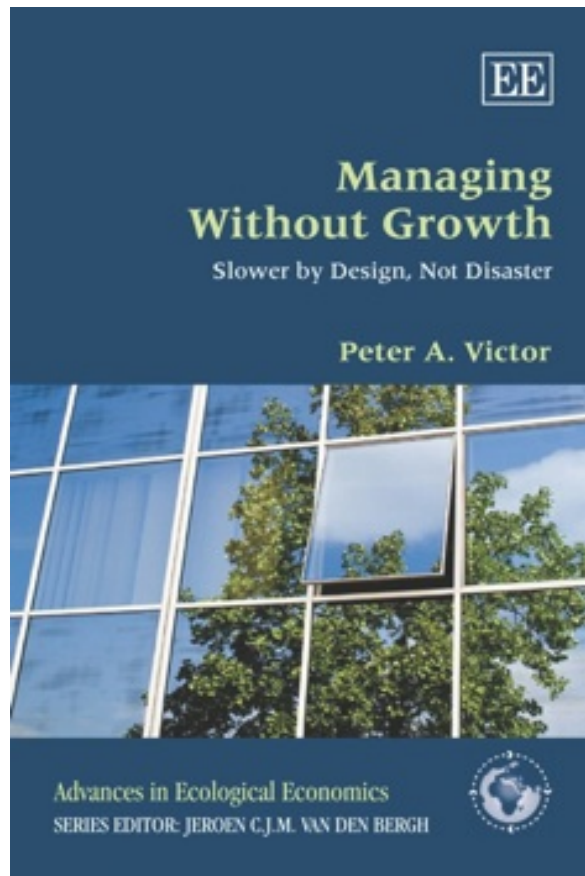
Toward Strong Sustainable Consumption



Toward Strong Sustainable Consumption



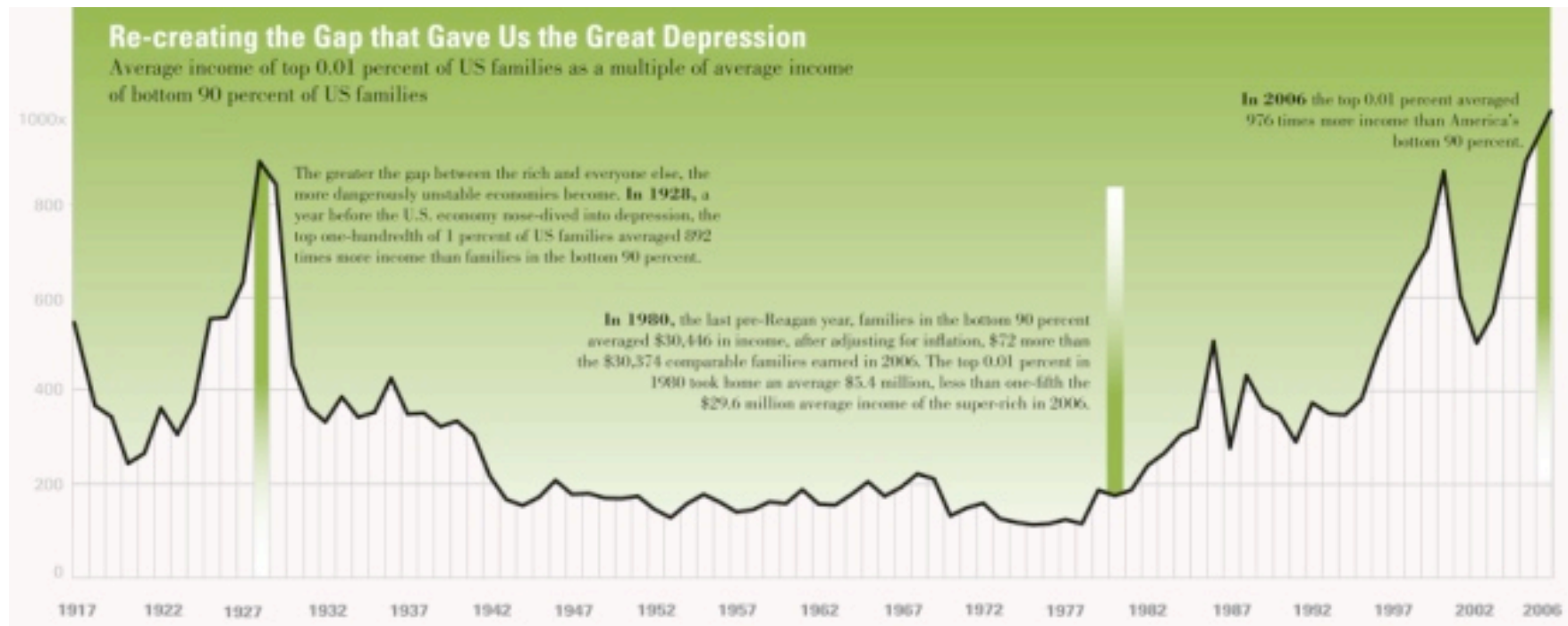
Toward Strong Sustainable Consumption



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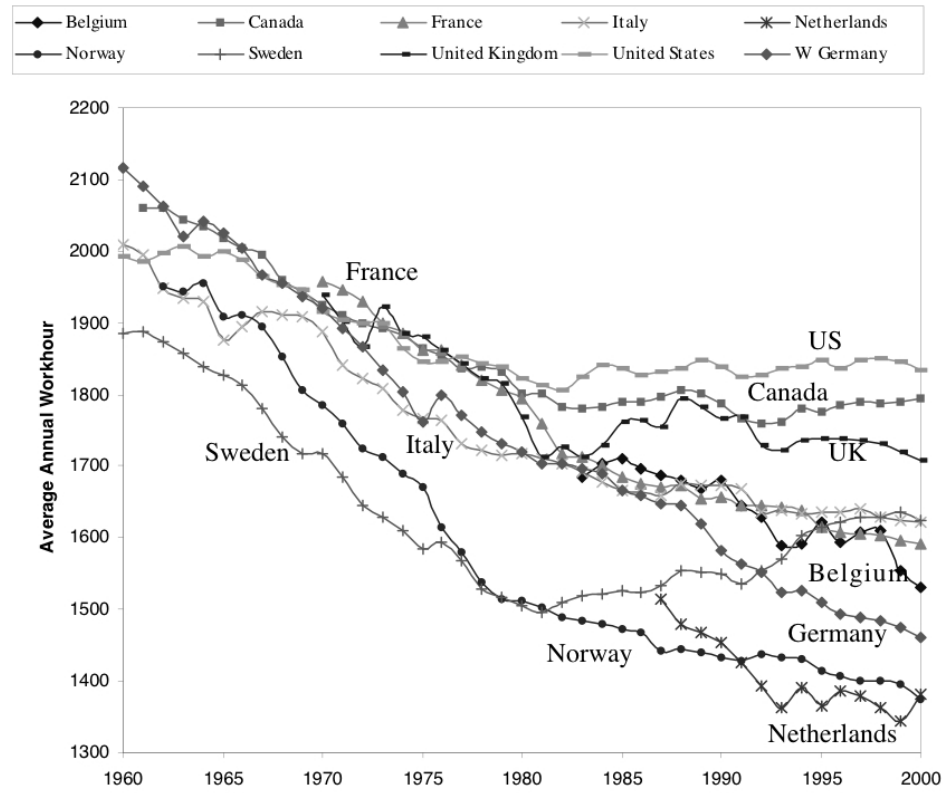


Mitigate Rising Inequality and Status-Driven Consumption



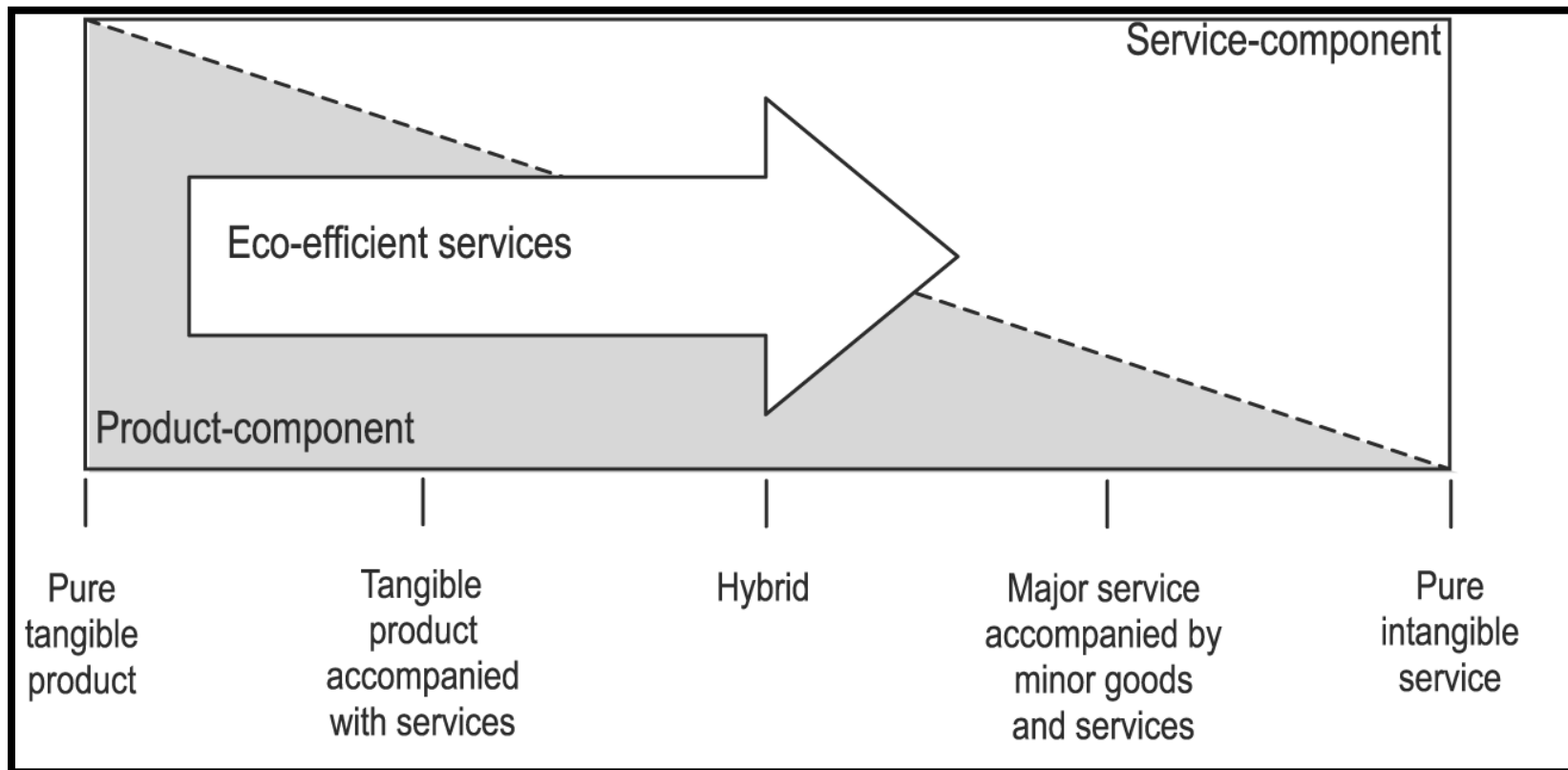
Reduction in Work Time

Figure 1. Movement of Work Hours over Time



Source: OECD Labor Market Statistics Data Set

Encourage Servicization as an Alternative Business Model



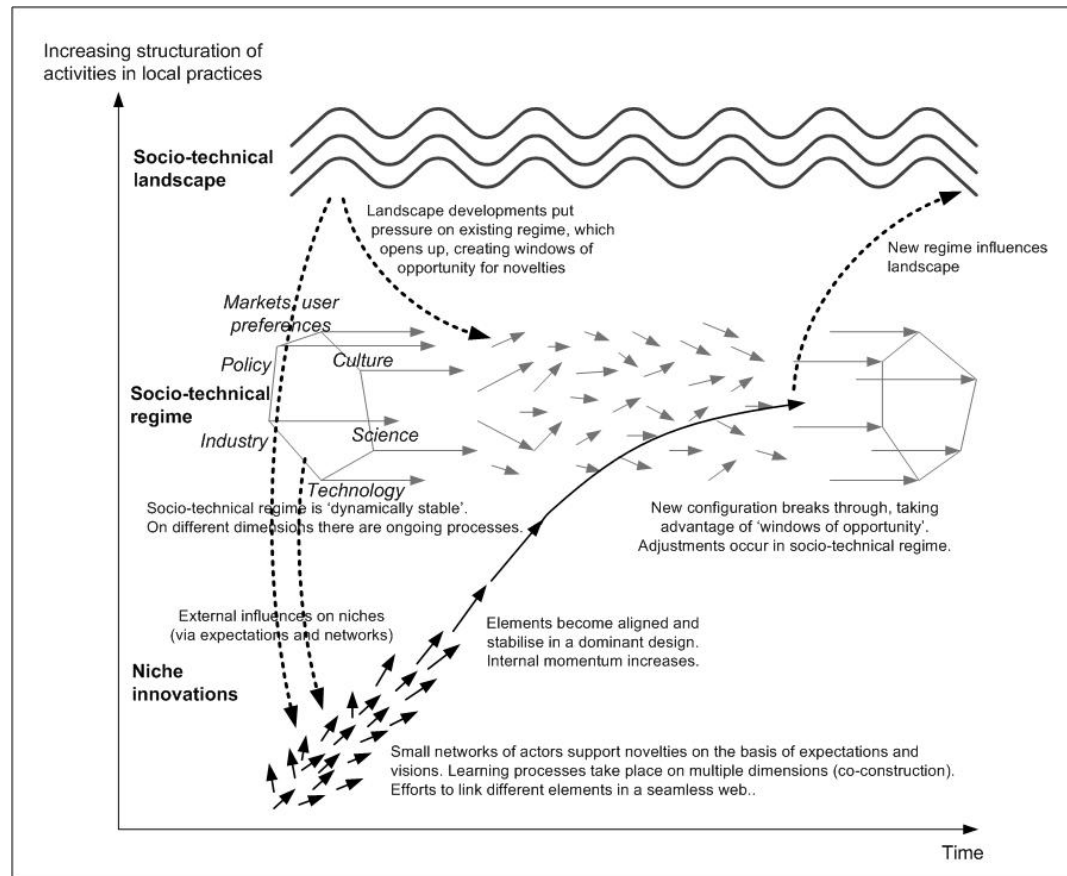
Facilitate Alternative Modes of Goods Ownership



Critique of the Social Value of Advertising



Sustainable Systems Innovation and the Redesign of Socio-technical Systems



Parallel Currents to Strong Sustainable Consumption



Toward Post-Consumerism

Is the emergence of strong sustainable consumption emergent evidence of a gradual evolution toward a post-consumerist future?

