

Global and Regional Research on Sustainable Consumption & Production:
Achievements, Challenges, and Dialogues
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Consumer scapegoatism and limits to green consumption



Lewis Akenji
Fellow
Institute for Global Environmental
Strategies Japan

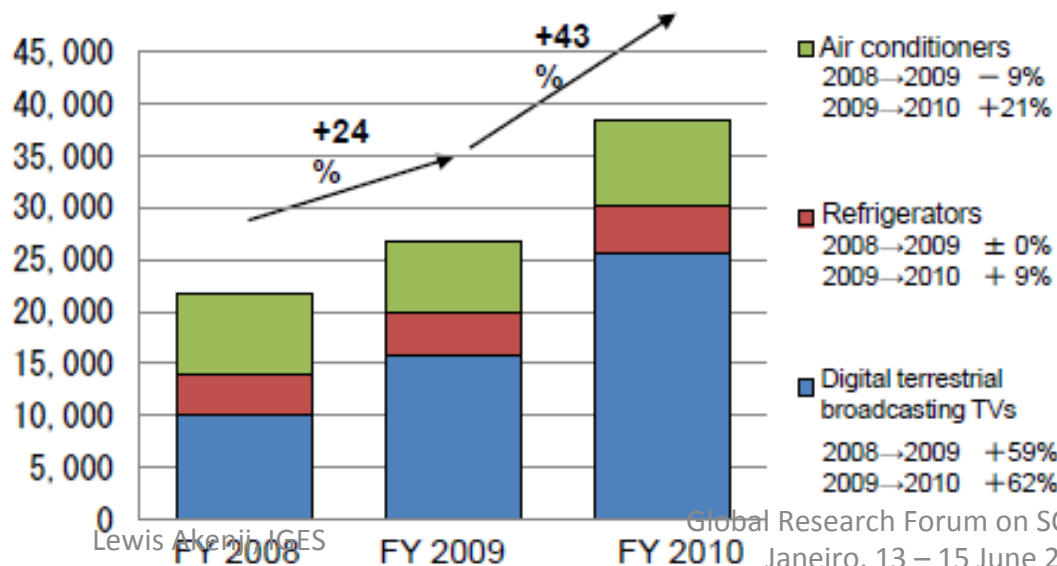
akenji@iges.or.jp

Consume for growth!

- E.g. Eco-points Japan

- 2.6 trillion JPY increase in sales of 3 “green” home appliances (flat-panel TVs, air conditioners and refrigerators)
- 5 trillion JPY economic trigger (7 times the budget)
- 320,000 jobs/year maintained and/or created

Quantity of Shipped Air Conditioners, Refrigerators and Digital Terrestrial Broadcasting TVs in Japan (1,000 units)



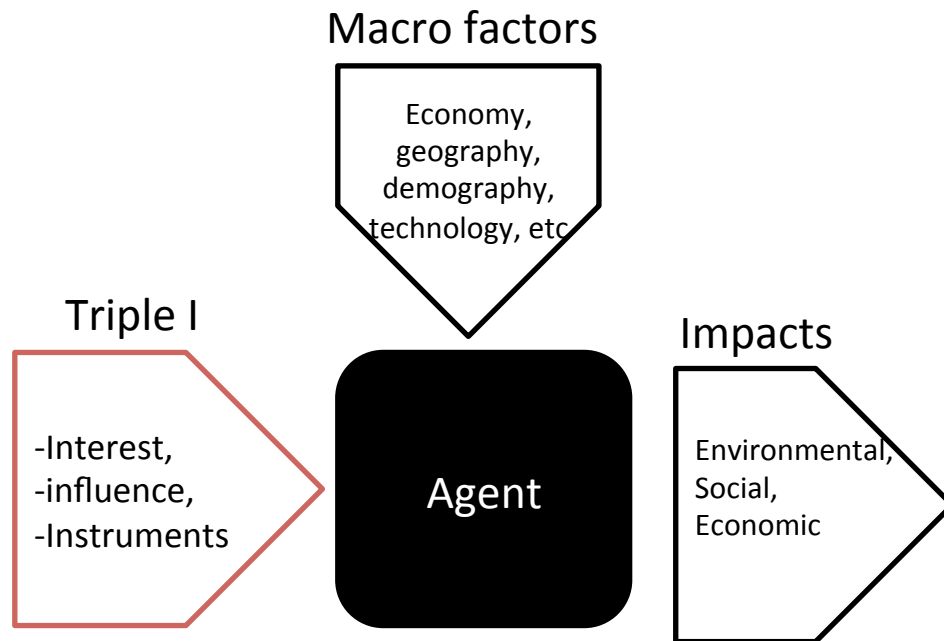
Source: Min of Environment Japan

Green consumerism vs. sustainable consumption

	Green Consumerism	Sustainable Consumption
History	Evolved with consumer awareness	Evolved with institutional awareness
Definition	productn, promotn, & preferential consumptn of goods and services on basis of their pro-environment claims	meeting basic needs of individuals & society towards well-being while safeguarding prospects for future generations
The consumer	Individuated buyers	Systems & agents that enable, constrain or practice consumption
Sample instrument	Eco label	Eco tax
Intervention node	Shopping and waste disposal	All through value chain
Key advocates	Businesses, governments, consumers	Communities, Researchers, Activists, governments

Beyond individual consumers

Triple I



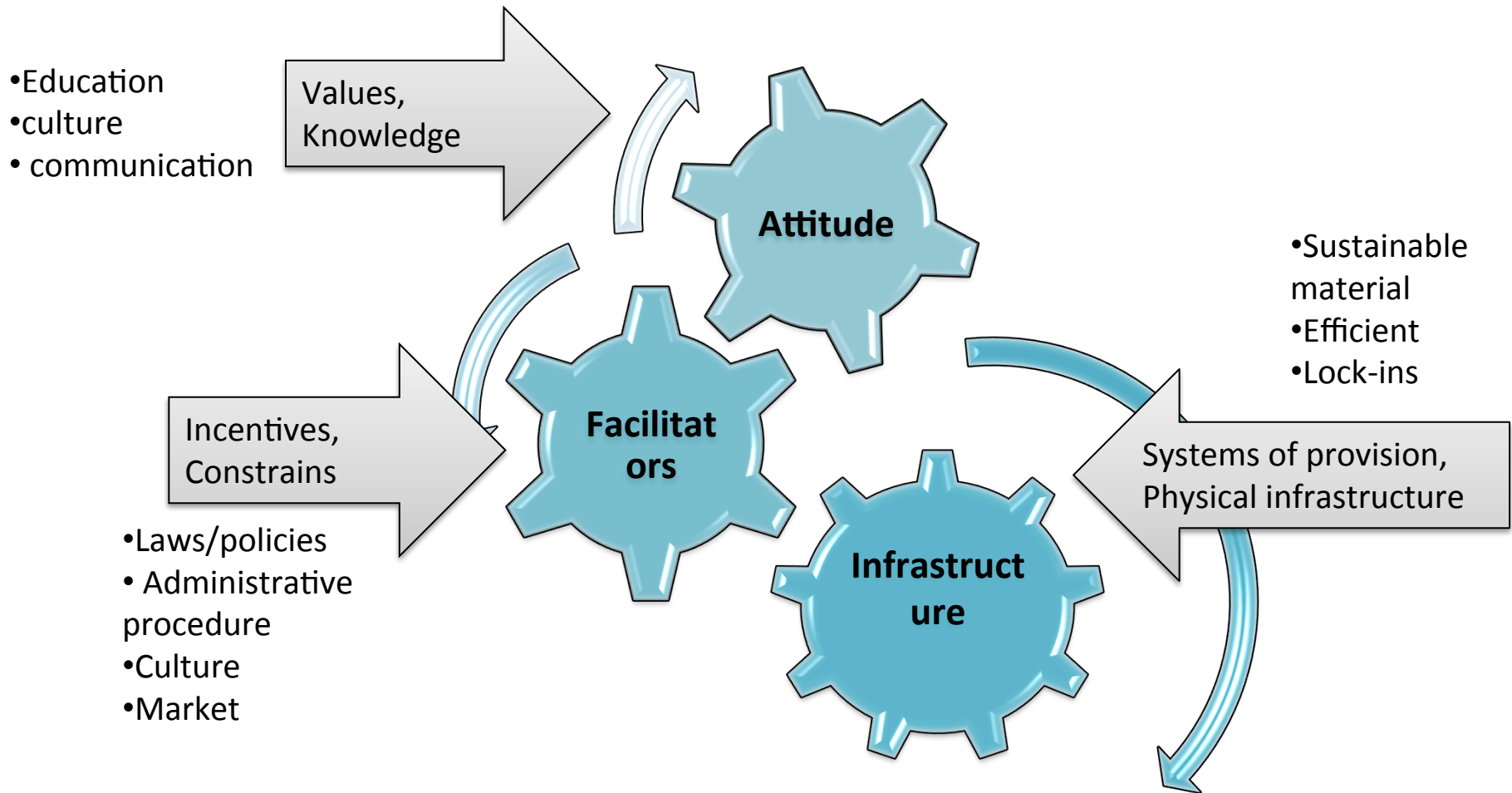
Other approaches

- Needs-Opportunities-Abilities
- Systems of Provision
- Awareness-Agency-Association
- Theories of Practice

SC Policy Research: Framework Principles

- Engage all stakeholders; allocation of roles in policy should reflect **stakeholder salience**
- Provide **agency**, supported by training and education
- Recognise the critical role of social and physical **infrastructure**
- Tap into **local resources** (e.g. skills, knowledge, renewable material, etc) to build community wealth rather than individualistic material accumulation
- Be **dynamic**, to be able to move the system from current status through a transition
- Lead to overall **decrease** in consumption levels while providing **equity**

AFI Framework: 3 Preconditions for SC



Beyond consumer scapegoatism: a 4-point recommendation

	Building blocks	Policy research needs
1. Take out the bad options (Choice editing)	<ul style="list-style-type: none"> •Life-cycle assessments •Comparative analysis •Minimum standards 	<ul style="list-style-type: none"> •Understand consn patterns •Impacts and alternatives •Set effective editing criteria
2. Measure well-being (not growth)	<ul style="list-style-type: none"> •Global Progress Indicator •Human Development Index •Human Wellbeing Index •Gross National Happiness •Gini coefficient 	<ul style="list-style-type: none"> •develop practical indicators for well-being •their integration into national planning
3. Support grassroots innovation	<ul style="list-style-type: none"> •Traditional practices •Transition towns •Voluntary simplicity •One-planet living •Local currencies 	<ul style="list-style-type: none"> •Describing sustainable approaches •Demonstrating benefits •Replication and up-scaling (where applicable)
4. Set limits (of resource extractn & pollutn)	<ul style="list-style-type: none"> •Planetary boundaries •Ecological footprints •Eco tax reform •RRc 	<ul style="list-style-type: none"> •Understand the limits •Develop alternatives



Thank you

Lewis Akenji

akenji@iges.or.jp