

Toward “Strong” Sustainable Consumption

(持続可能な消費の強化に向けて求められるもの)

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Timeline of Sustainable Consumption (and Production) Policy Making

(持続可能な消費(と生産)に関する政策策定の年表)

1992—Rio Earth Summit, Agenda 21 (Chapter 4, “Changing Consumption Patterns”)

Mid-1990s—Nordic Council of Ministers Workshops

Mid/Late-1990s—OECD Work Programme

1997— *Towards Sustainable Consumption* published by Royal Society and United States National Academies of Science

2002—World Summit on Sustainable Development, Johannesburg Plan of Implementation

2003 (and ongoing)—UNEP/UN DESA Marrakech Process (to develop a 10-year framework of programmes)

2005—Publication of the Oslo Declaration on Sustainable Consumption

Mid/Late-2000s—Release of several national and supranational sustainable consumption plans (e.g., United Kingdom, Germany, Finland, European Environment Agency) and reports by major NGOs and think tanks (e.g., Consumers International, New Economics Foundation).

2008—Release of the European Commission “Sustainable Consumption Action Plan”

2009—Release of the UK Sustainable Development Commission report *Prosperity without Growth* ²

Sustainable Consumption: Current State of Policy Making* (持続可能な消費: 政策策定の現状)

- Delink economic growth and energy/resource utilization (e.g., decoupling, decarbonization, eco-efficiency, cleaner production, ecological product design).
- Focus on the application of technical tools, principally life-cycle analysis.
- Promote public awareness-raising, principally through consumer education and information (e.g., product labelling).
- Encourage voluntary initiatives/partnerships based on mutual agreement and cooperation (connected to ongoing efforts to foster corporate environmental and social responsibility) and do not infringe upon other supranational and international processes.
- Develop initiatives to facilitate “sustainable public procurement”.
- Implement demonstration projects and carry out research, data-gathering, and knowledge sharing.
- Sustainable consumption as it pertains to developing countries is heavily focused on poverty alleviation, technology transfer, and knowledge sharing.

* Formulated based on a review of Commission of the European Communities, *Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions on Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan* (2008) and Marrakech Process Secretariat, *10-Year Framework of Programmes on Sustainable Consumption and Production* (Second Public Draft Dated 20 April 2009).

Research Underpinning “Strong” Sustainable Consumption

(持続可能な消費の強化に関する研究基盤)

Need to Meet the Demands of One Planet Living
(1つの地球に住むための要求を満たす必要がある)

“Weak” sustainable consumption is insufficient to meet the global biophysical demands associated with increasing population growth, socioeconomic inequality, and greenhouse gas emissions. There is a need to strive for multifold improvements in energy/resource effectiveness.

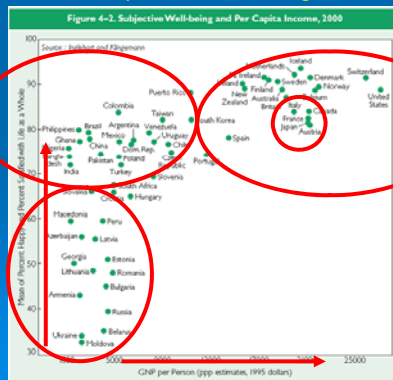


Research Underpinning "Strong" Sustainable Consumption

(持続可能な消費の強化に関する研究基盤)

Individual happiness is not based on absolute material standards
 (個人の幸福は絶対的な製品標準によるものではない)

Economic and sociological research indicates that beyond a relatively low threshold level, ever-increasing volumes of material consumption do not contribute to improvements in subjective well-being.



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Research Underpinning "Strong" Sustainable Consumption

(持続可能な消費の強化に関する研究基盤)

The psychic costs of consumption
 (消費の精神的コスト)

Social psychological research questions prevalent claims that expanding consumer choice enhances well-being. The increase of consumption options seems instead to lead to indecisiveness and consumer paralysis.



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Research Underpinning "Strong" Sustainable Consumption

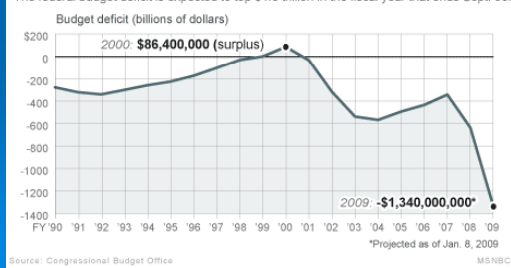
(持続可能な消費の強化に関する研究基盤)

Emergence of New a Economic Paradigm
(新たな経済構造の出現)

Research in *international political economy* suggests that the United States will be unable to serve in the future as "the engine of the global economy." American foreign economic policy will no longer be able to deploy the country's consumers to absorb the surplus production of its trading partners.

Tracking the deficit

The federal budget deficit is expected to top \$1.3 trillion in the fiscal year that ends Sept. 30.



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Moving from "Weak" to "Strong" Sustainable Consumption

(“弱い”持続可能な消費から“強い”持続可能な消費への転換)

- Recognizing efficiency improvements alone tend to generate "rebound effects" that result in increases in aggregate energy/resource utilization.
- Facilitating planning and policy making to encourage "radical innovation" to support "socio-technical system innovation" (in food/agriculture, energy, and transport/mobility).
- Moving from an emphasis on product and process improvements ("green" consumerism) toward human and societal well-being.
- Redefining contemporary understanding of prosperity and quality of life.
- Conceptually connecting material consumption with work-time and current interest in "work-life balance."
- Transcending lifestyles based on consumerism and the acquisition of energy/resource intensive material goods.

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