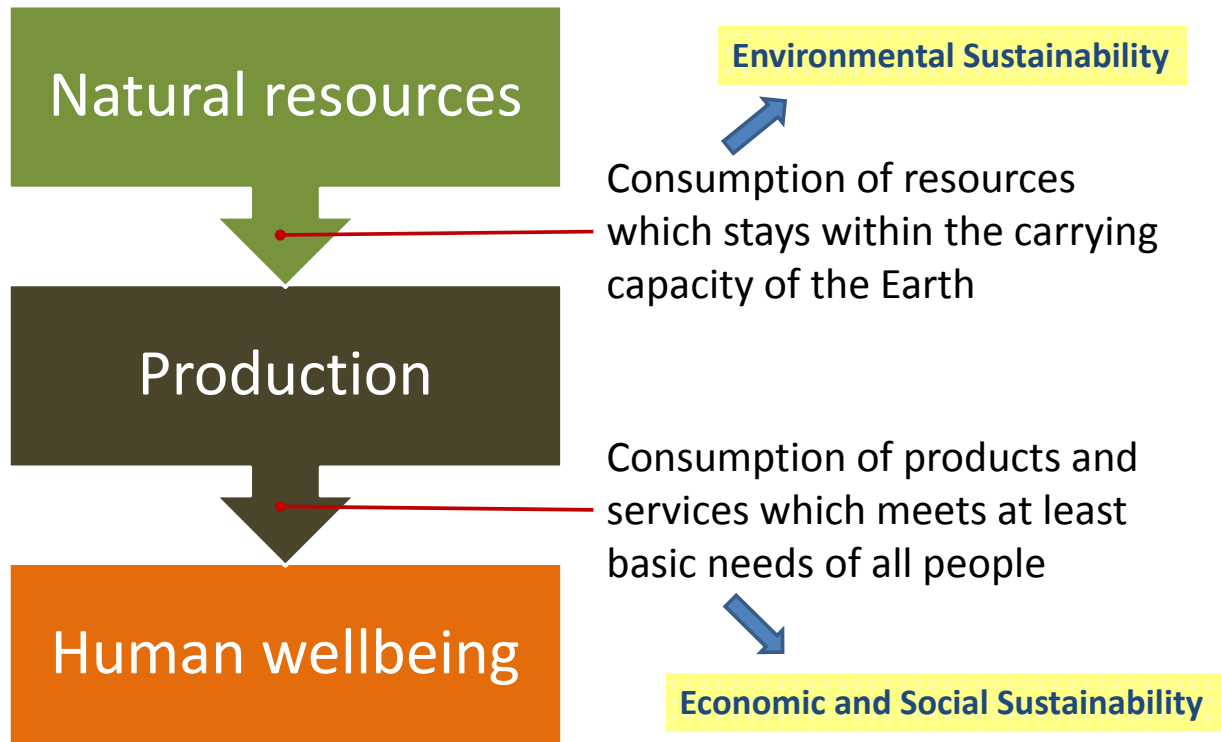
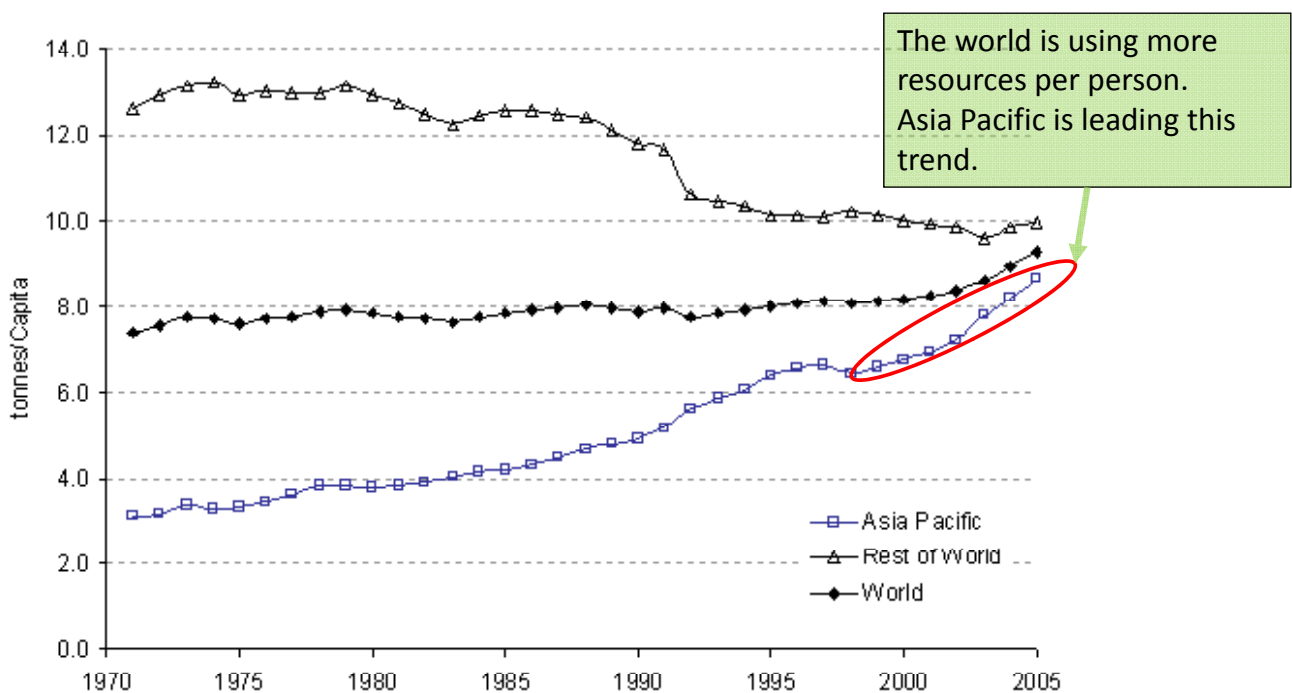


Sustainable Consumption – Two Separate but Connected Aspects (持続可能な消費：2つの別ではあるが関係した側面)



Resource Consumption is Increasing 資源消費は増加している



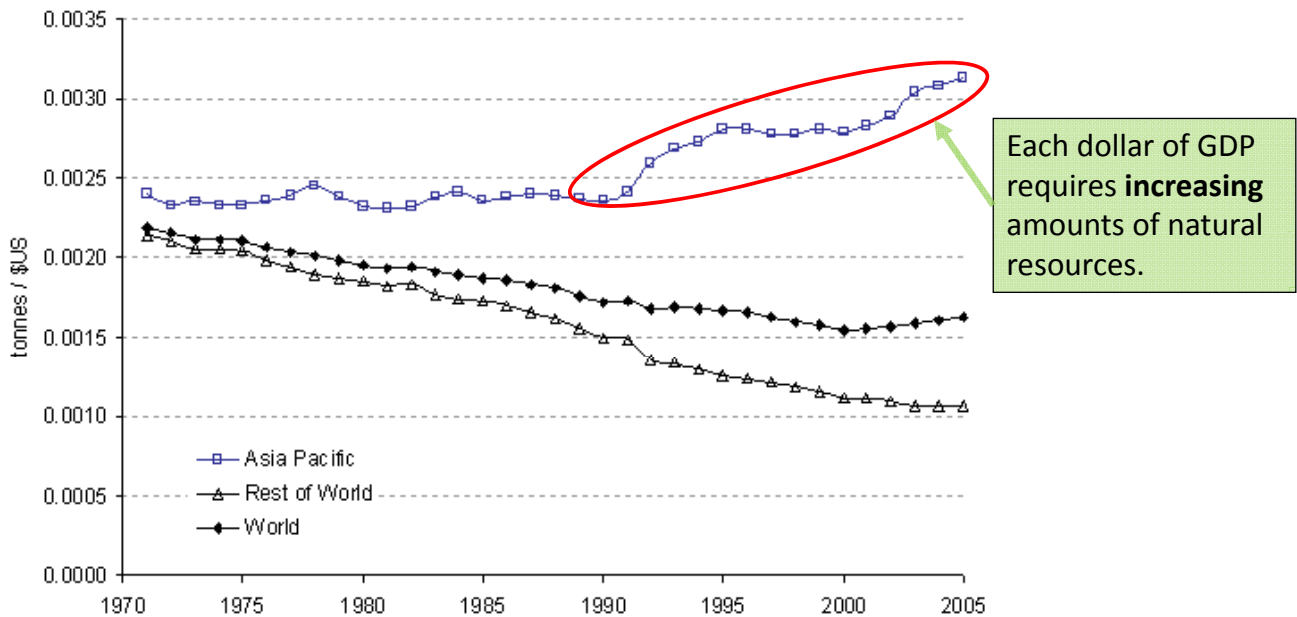
Per Capita Resource Use for the Asia-Pacific, Rest of World and World, for the years 1971 – 2005.

(Total Domestic Material Consumption)

Source: UNEP (2010, Forthcoming)

Economic Growth in Asia Pacific Requires Increasing Amounts of Resources

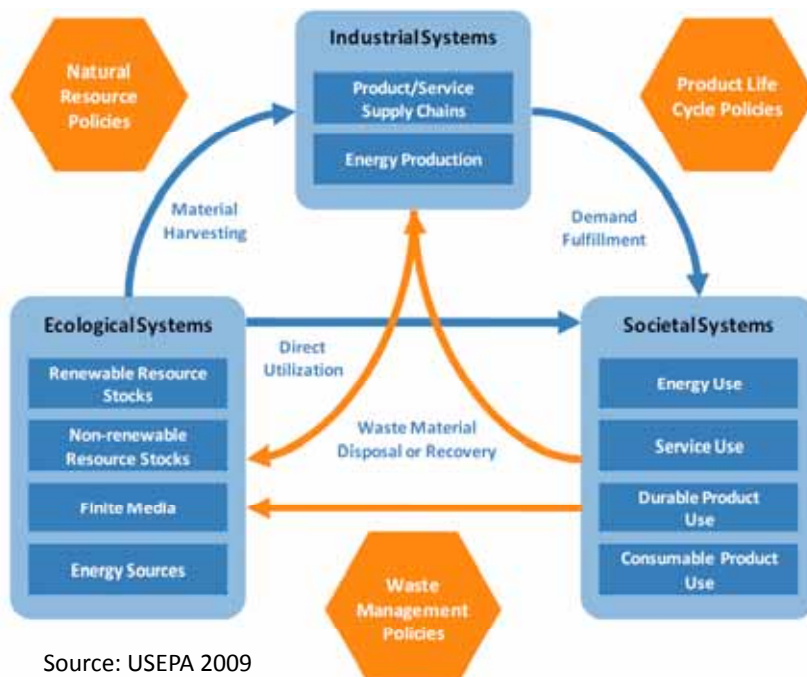
アジア太平洋地域の経済発展により、資源の必要量が増えている。



Material Intensity for the Asia-Pacific, Rest of World and World, for the years 1971 – 2005. (Materials are Total Domestic Material Consumption, dollars are constant year 2000 \$US, exchange rate based) Source: UNEP (2010, Forthcoming)

Moving towards SCP Requires a Holistic Approach

SCPへ向かうには、包括的なアプローチが必要である。



Source: USEPA 2009

➤ Unsustainable Consumption and Production patterns are the **root cause** of resource depletion, pollution and waste generation

➤ Only through **engaging with the consumption and production nexus** can unsustainable resource use be effectively addressed

Individual Consumers are Weak 個々の消費者は、弱い存在である。

Many proposals on how to achieve SCP focus on the role of consumers and emphasize the need for consumer education and information provision to consumers.

However, the role of consumers is greatly overstated -
A transition to SCP will require collective decision.

- Consumers' choices are limited to what producers want to offer
- Consumer prices do not reflect the environmental impacts caused by resource extraction and production
- Consumers feel strong expectations from society to consume
 - Consumption as self-expression
 - Consumption as group identity signal
 - Consumption as social status marker
- “I will if you will”

