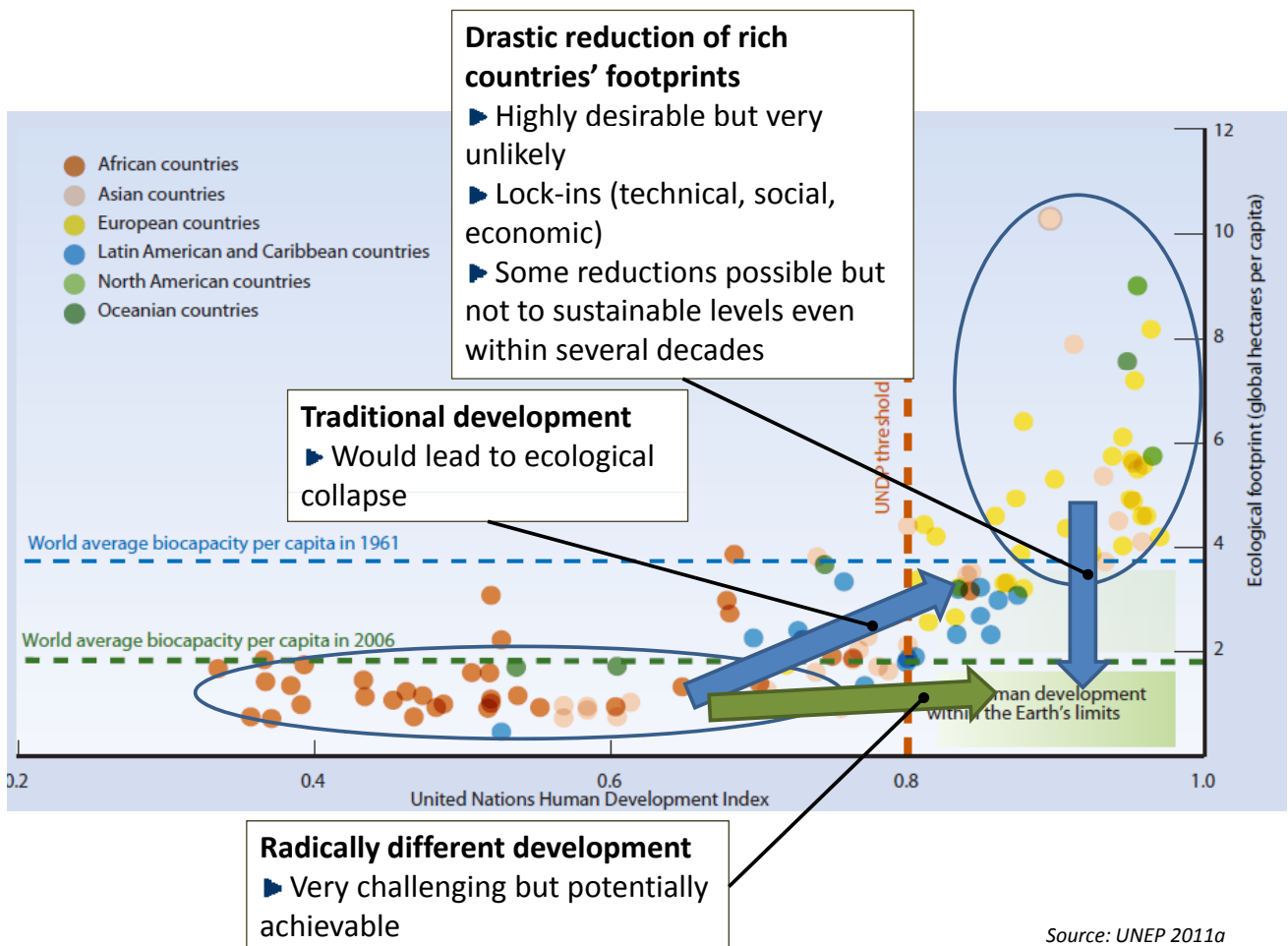


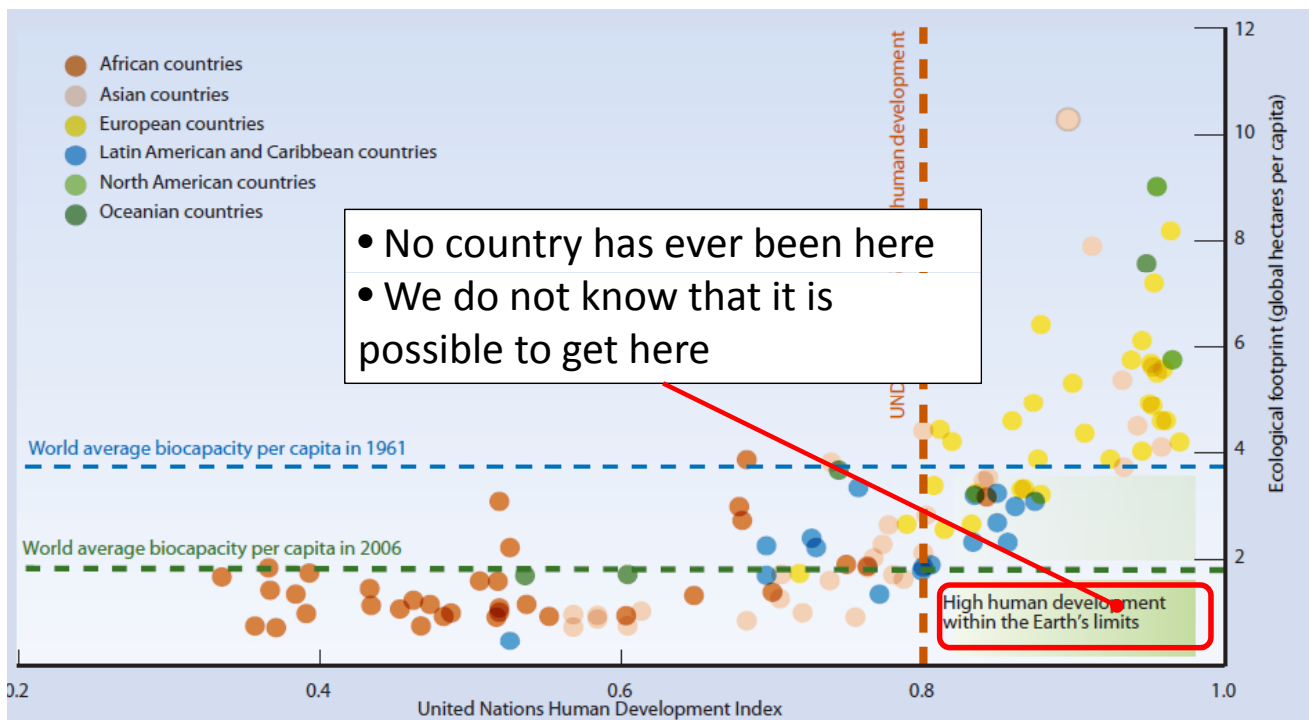
Towards Green Economy – A Sustainable Consumption Perspective

グリーン経済に向けて – 持続可能な消費に基づく見解

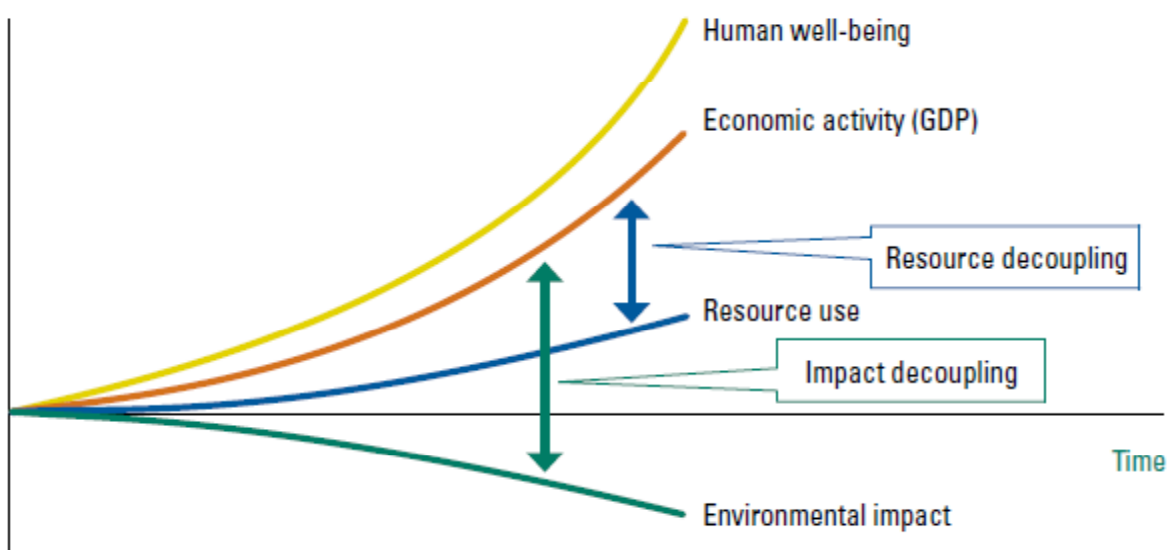
Magnus Bengtsson
Director SCP
IGES

International Forum for Sustainable Asia and the Pacific 2011





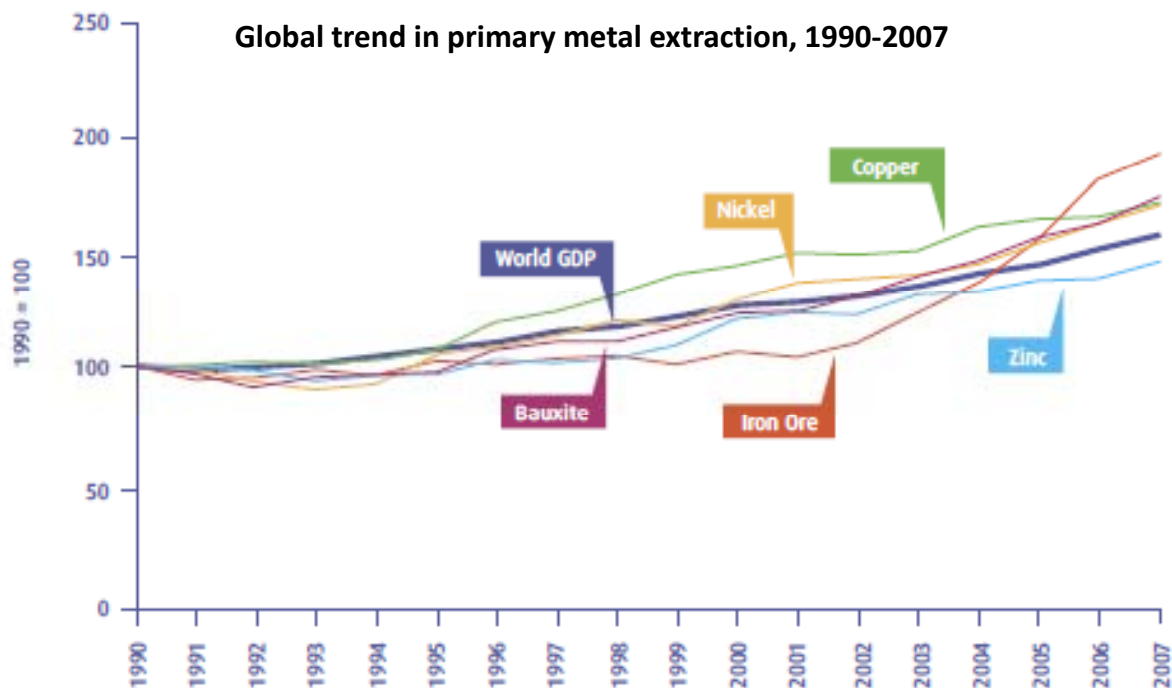
The decoupling HYPOTHESIS デカップリング仮説



No one knows whether sufficient decoupling can actually be achieved

- The drastic changes needed
- The urgency
- The lock-ins of the existing socio-technical systems

No sign of decoupling – the example of metals デカップリング不成立の徴候 – 金属の例



Source: Jackson 2009

Towards a Green Economy – Key Messages グリーン経済に向けて – 主要なメッセージ

- We should recognize that **relying on decoupling** as the key strategy towards a Green Economy (assuming that continued economic growth – also in rich countries – is environmentally sustainable) **is a gamble**
- We need to be open to the possibility that **developed countries may have to cut down** their material consumption drastically and possibly also stabilizing or reducing their economic activity
- It is imperative that developing countries **learn from the mistakes made by the rich countries** and do not mimic their patterns of consumption and production
- **Developing countries need to form their own unique development pathways**, which can bring prosperity and quality of life to all their citizens while keeping within the ecological boundaries of the Earth