

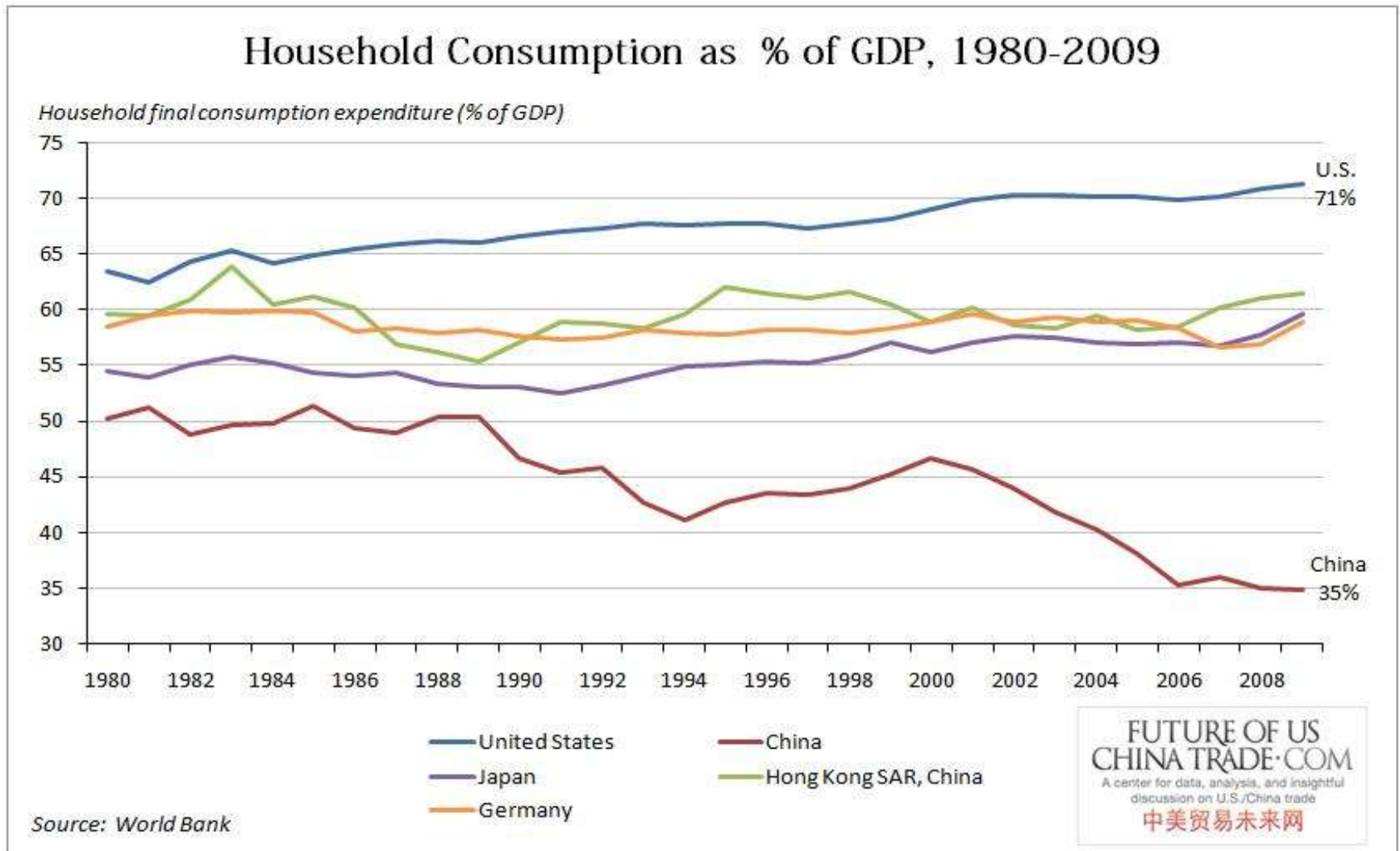
From Consumer Society to Sustainable Consumption: The Role for Cities

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Clark University

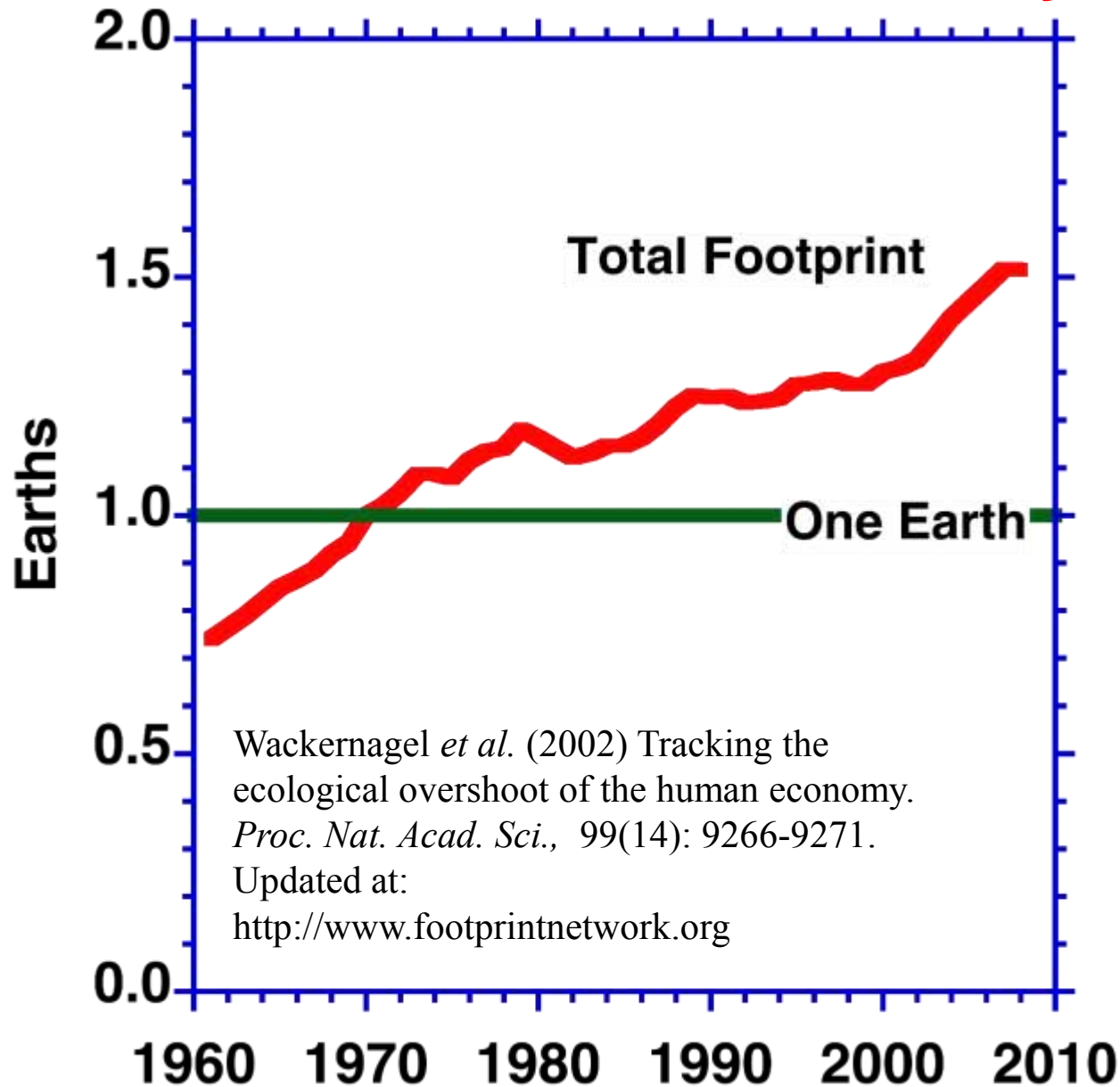
Holon, February 3, 2015

The economy based on private consumption



Global Human Ecological Footprint

Number of Earths used by humanity



Wackernagel *et al.* (2002) Tracking the ecological overshoot of the human economy. *Proc. Nat. Acad. Sci.*, 99(14): 9266-9271.
Updated at:
<http://www.footprintnetwork.org>

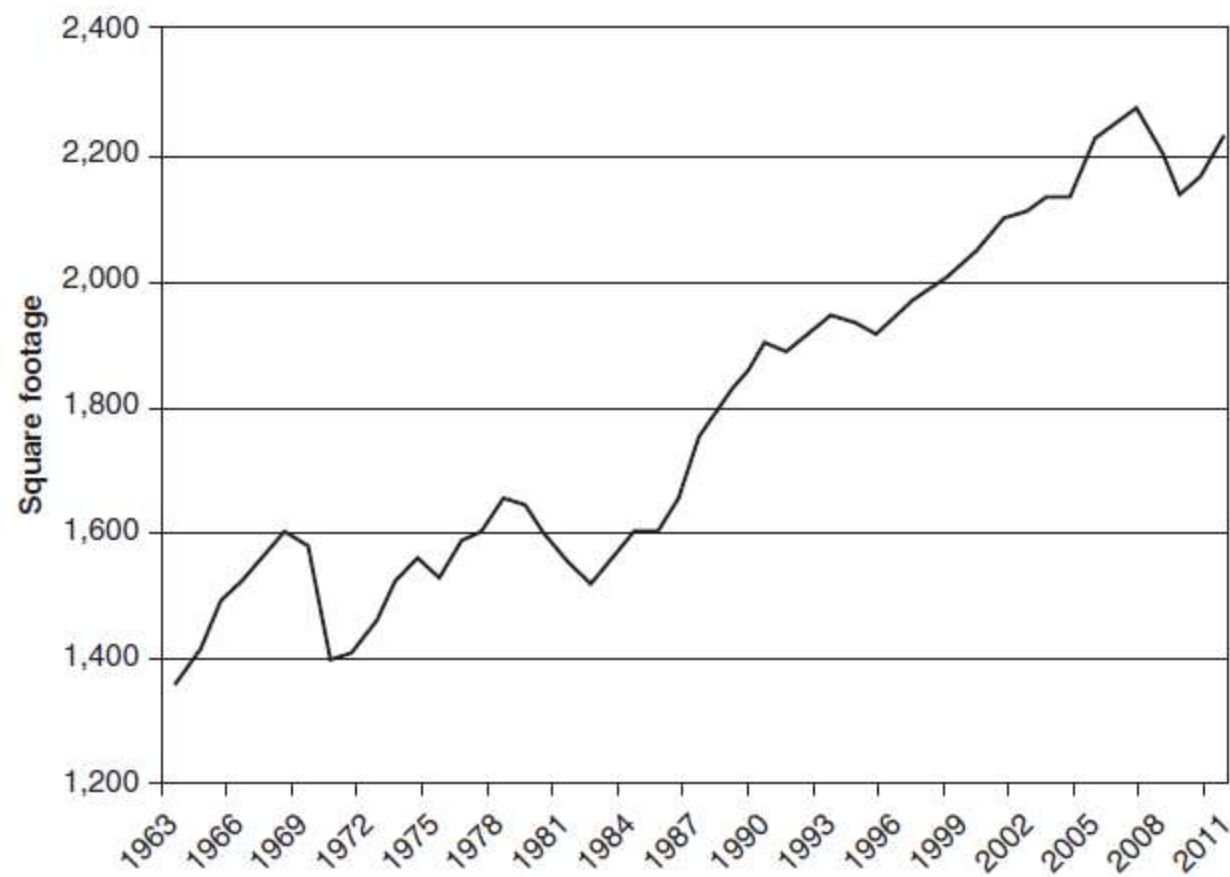
Technology alone cannot solve the ecological impact of mass consumption

- Huge investments
- Reductions not large enough
- Renewables require energy, materials, water
- What about water shortage, minerals, soil erosion?
- Rebound effect

LED dress



FIGURE 7.2—Growth in median size of new home construction in the United States, 1973–2011



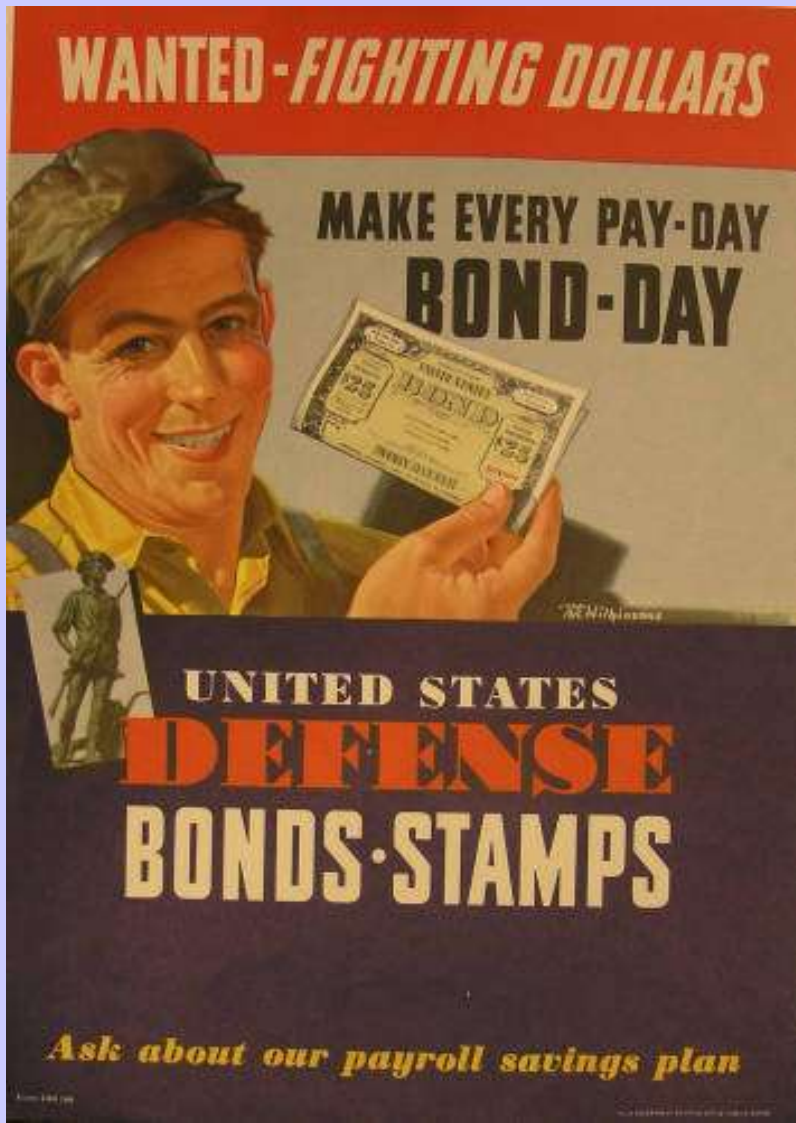
Source: Rachel E. Dwyer, "The McMansionization of America? Income Stratification and the Standard of Living in Housing, 1960–2000." *Research in Social Stratification and Mobility* (2010) and "Median and Average Square Feet by Location," *Survey of Construction Data*, Single-family detached houses only (Washington, DC: U.S. Census Bureau, 2012). Analysis provided by Rachel Dwyer.

Demand must go Down

**Consumer Society is a
Deliberate Construct,**

Since end of WW II

World War II: U.S. Savings Bonds Encourage Small Saving



**When you ride ALONE
you ride with Hitler !**



The American Dream



“Our enormously productive economy demands that we make consumption our way of life,that we convert the buying and use of goods into rituals, that we seek our spiritual satisfaction and our ego satisfaction in consumption.

We need things consumed, burned-up, worn-out, replaced and discarded at an ever increasing rate”

Victor Lebow, *Journal of Retailing* 1955



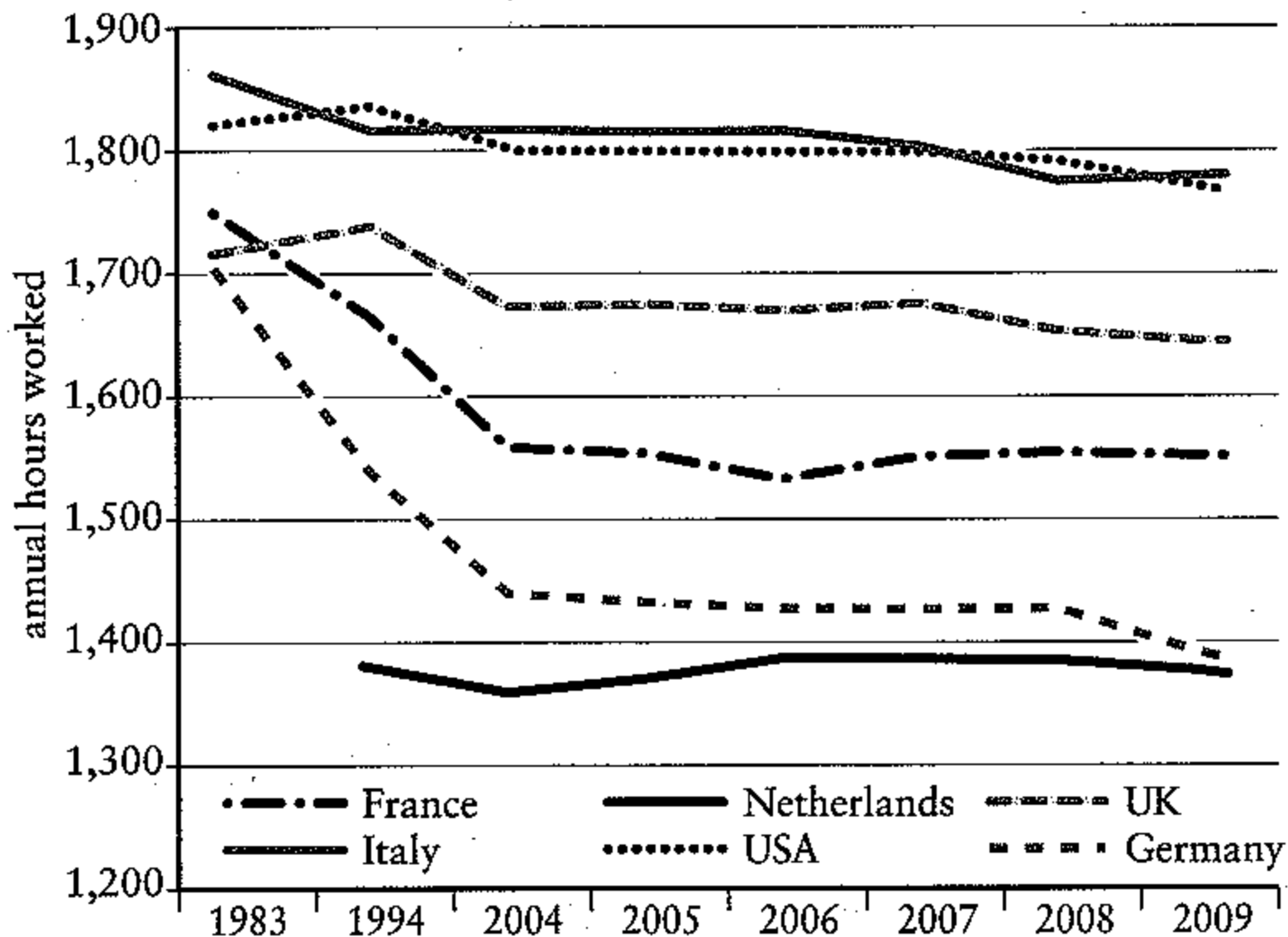


The Dream House 1950 and 2014





Chart 4. Hours of Work since 1983



Source: OECD Employment Outlook 2011

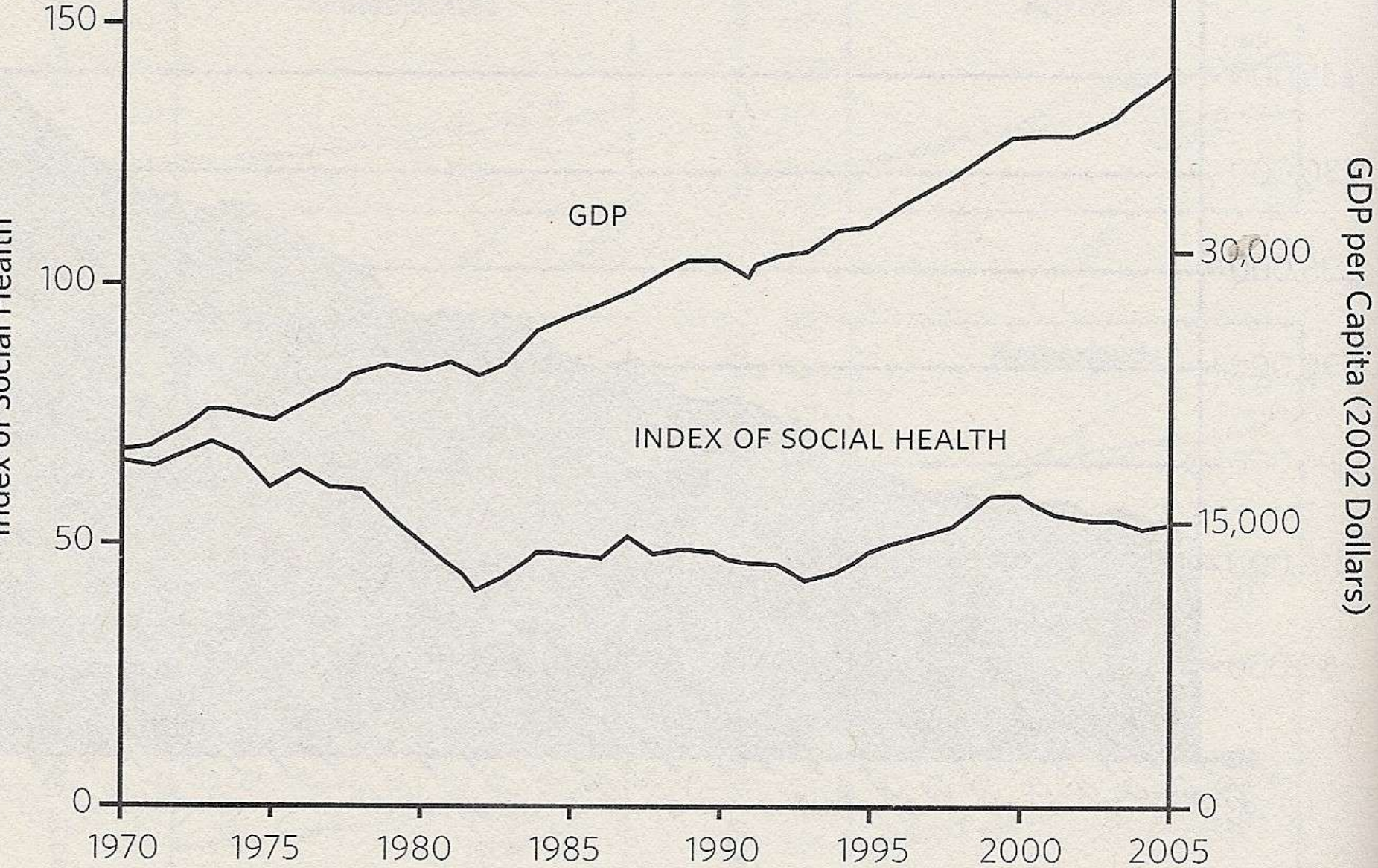
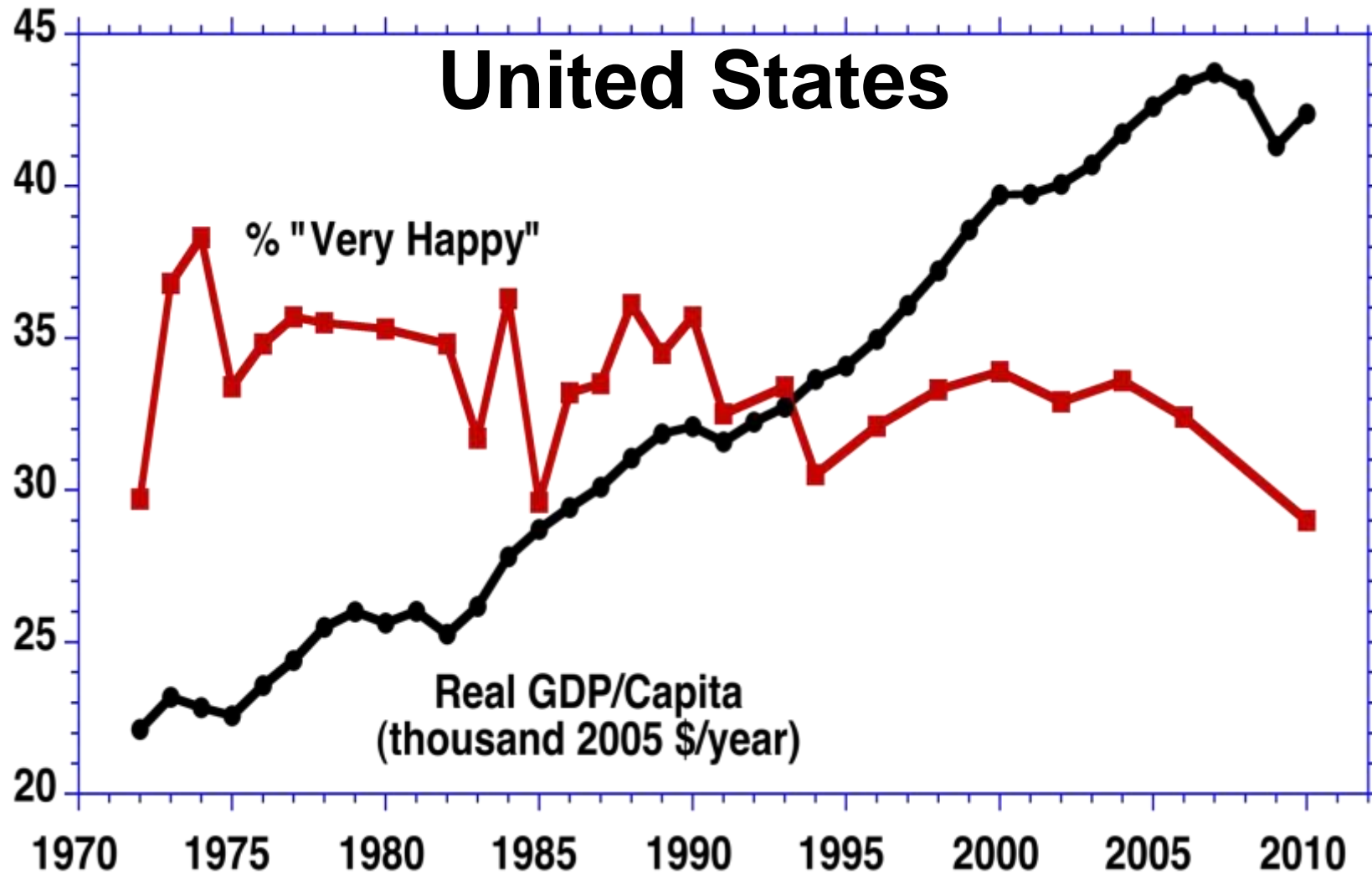


Figure 5. Trends in the Index of Social Health and GDP per capita in the United States, 1970–2005 (Source: Miringoff and Opdycke, *America's Social Health: Putting Social Issues Back on the Public Agenda*, 2007)

Are you very happy?



GDP: BEA; Wellbeing: GSS

Life Satisfaction in China



U.S. Consumer Society in 2013



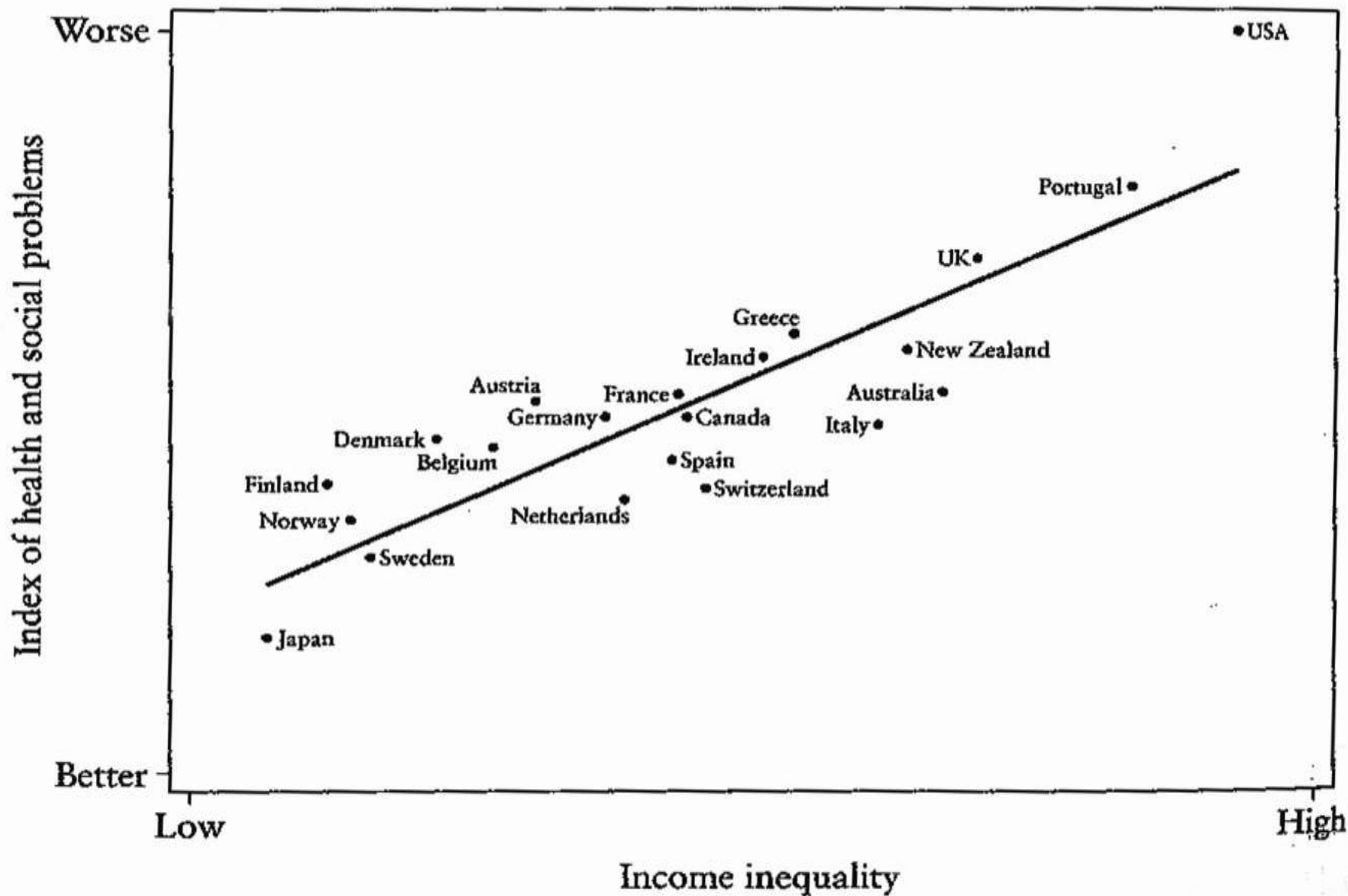


Figure 13.1 *Health and social problems are more common in more unequal countries.*

We should focus on increasing
well-being,
Not on growing the economy

Objective well-being
Subjective well-being

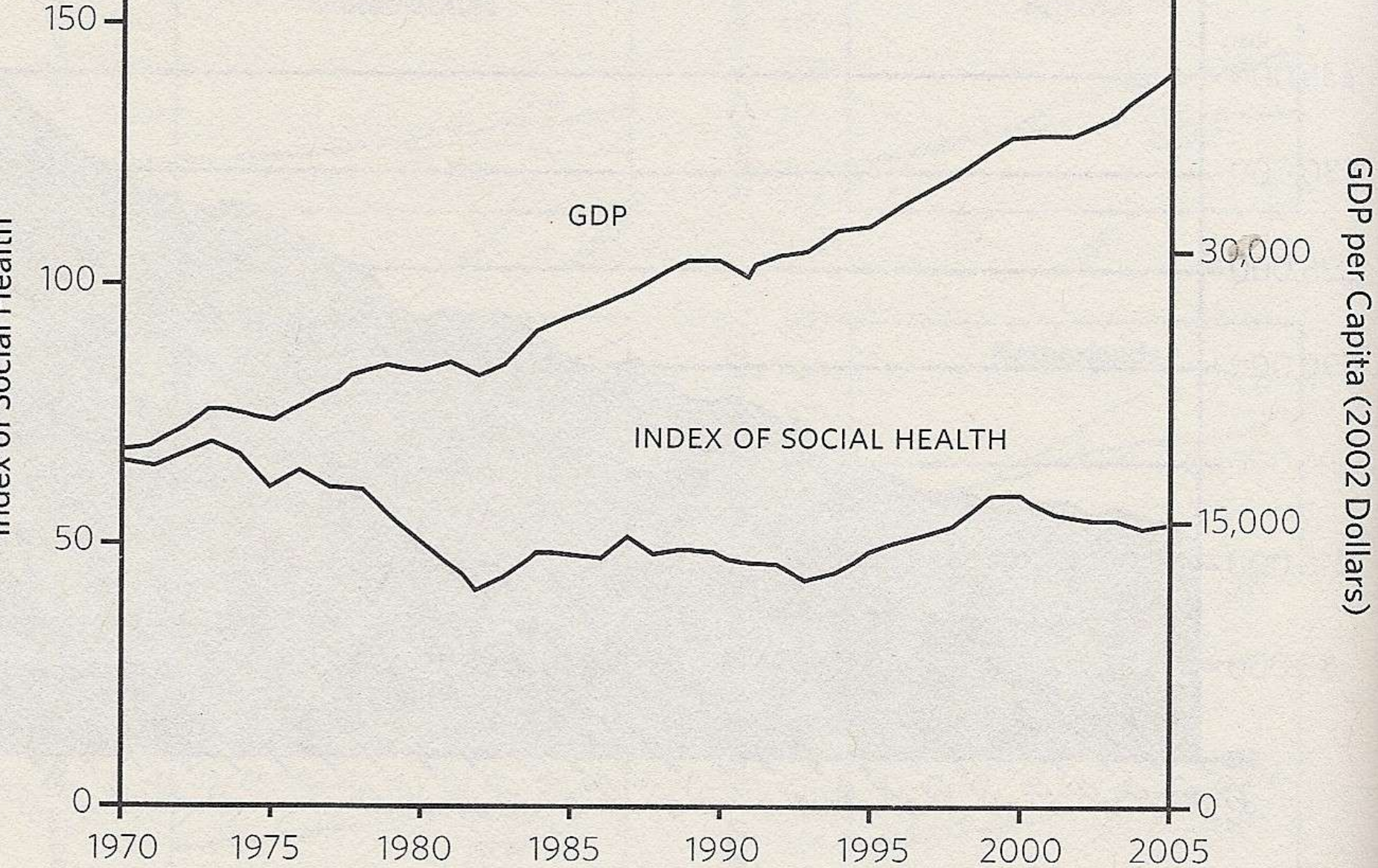


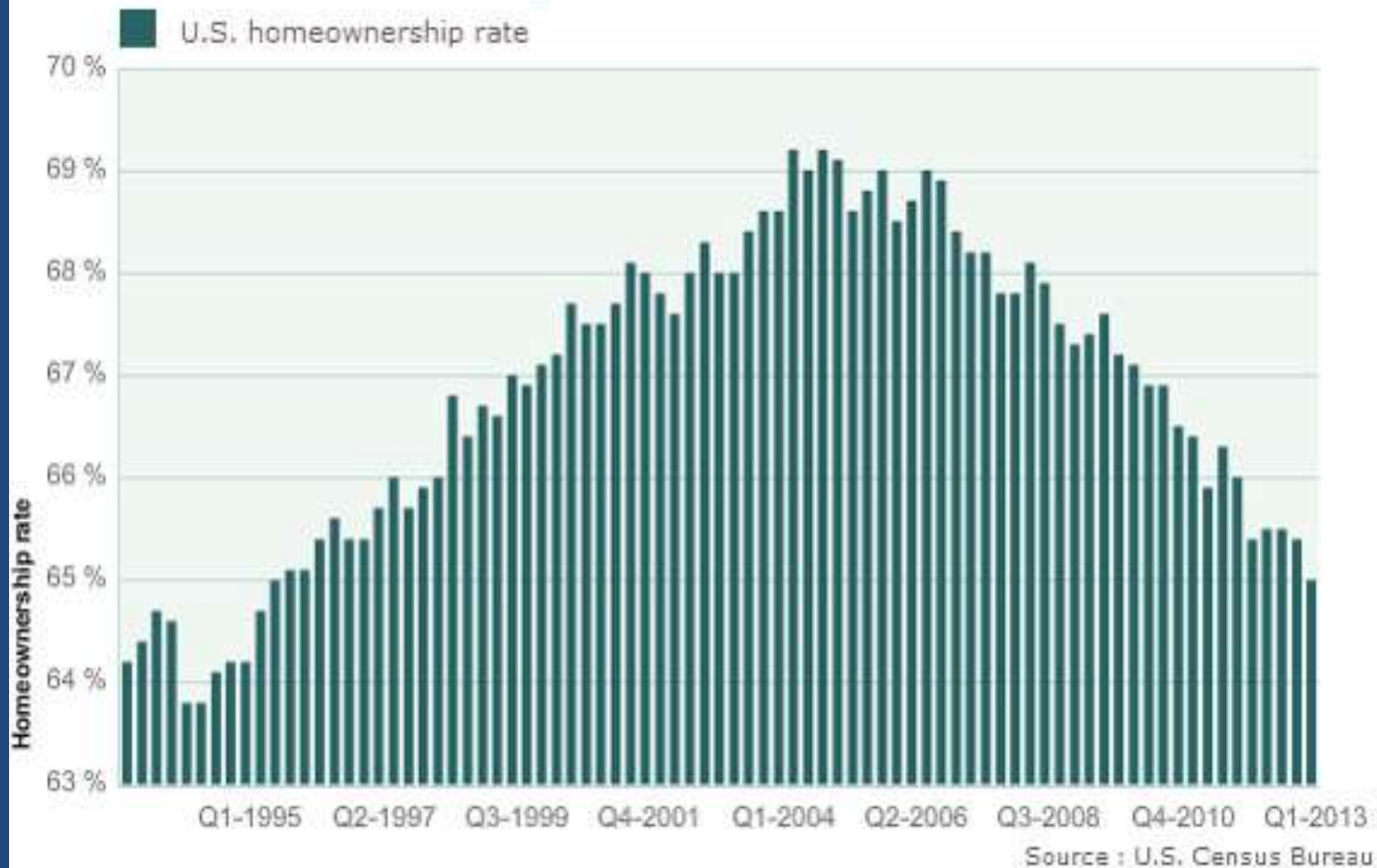
Figure 5. Trends in the Index of Social Health and GDP per capita in the United States, 1970–2005 (Source: Miringoff and Opdycke, *America's Social Health: Putting Social Issues Back on the Public Agenda*, 2007)

Subjective well-being

A sense of a meaningful and fulfilling life

Signs of change in US

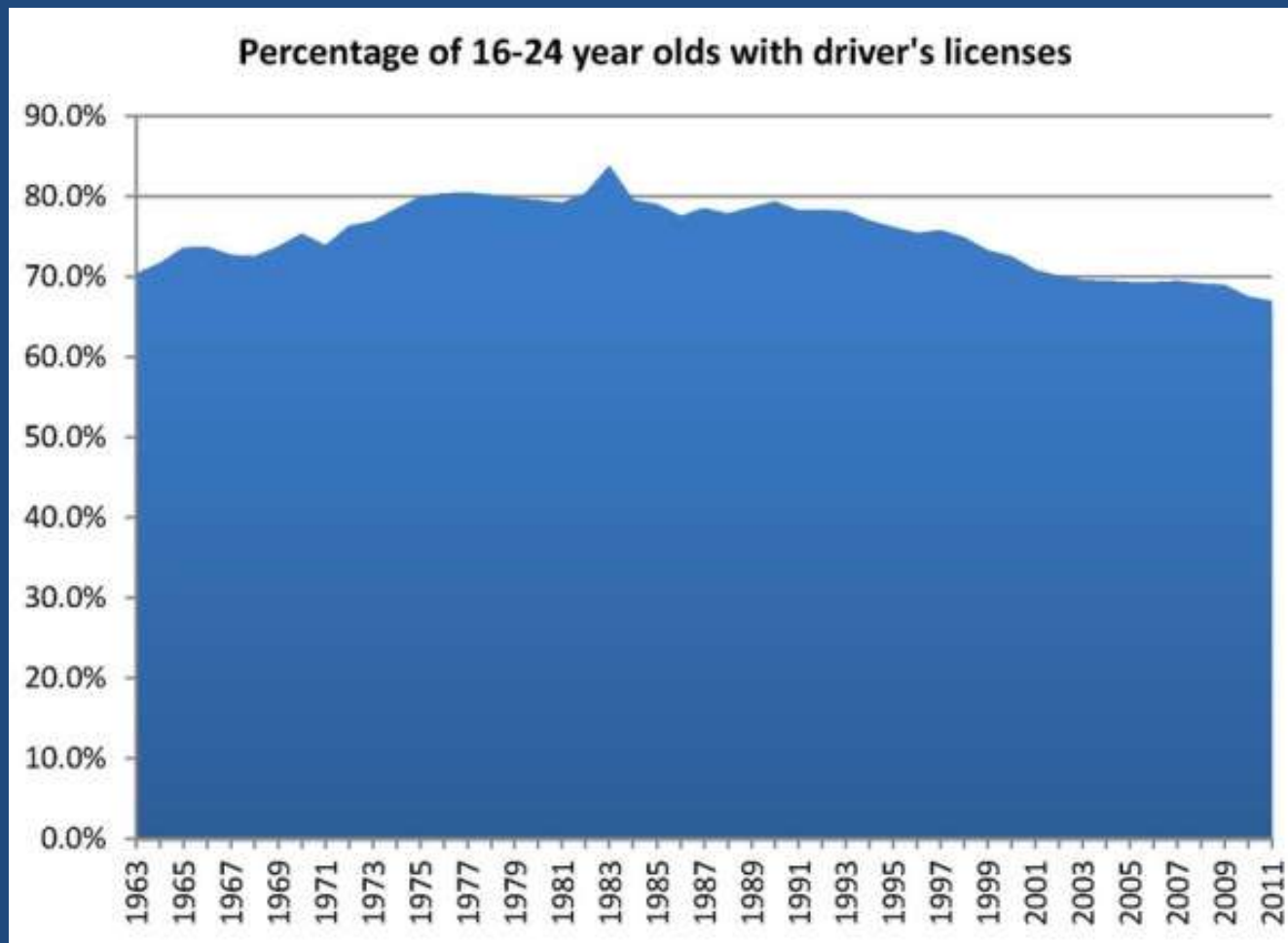
Homeownership rate lowest since 1995



Nielsen News: Millennials Prefer Cities to Suburbs, Subways to Driveways Consumer | 03-04-2014



New Driver licenses 1960-2011





Innovations in Sustainable Consumption

New Economics, Socio-technical Transitions
and Social Practices

Edited by
Maurie J. Cohen, Halina Szejnwald Brown
and **Philip J. Vergragt**



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