

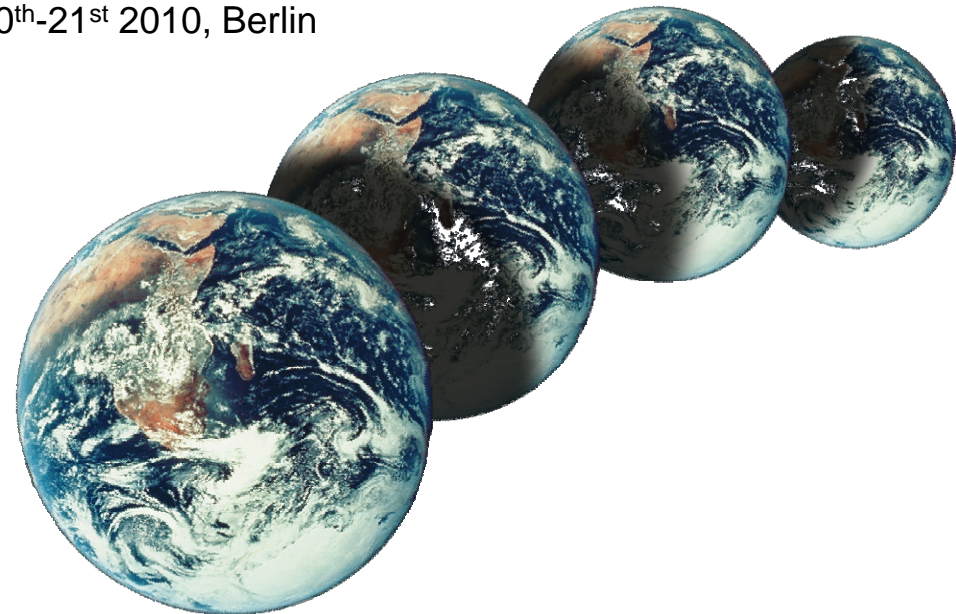
***Towards sustainable civilisation:  
How to bend the trend from unsustainable reality  
towards sustainable lifestyles?***

**Second Annual Researchers Meeting  
of the  
International Research Network for Low-Carbon Societies (LCS•RNet)**

September 20<sup>th</sup>-21<sup>st</sup> 2010, Berlin

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## Overview

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Unsustainable world

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Towards sustainability

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Understanding consumer behaviour

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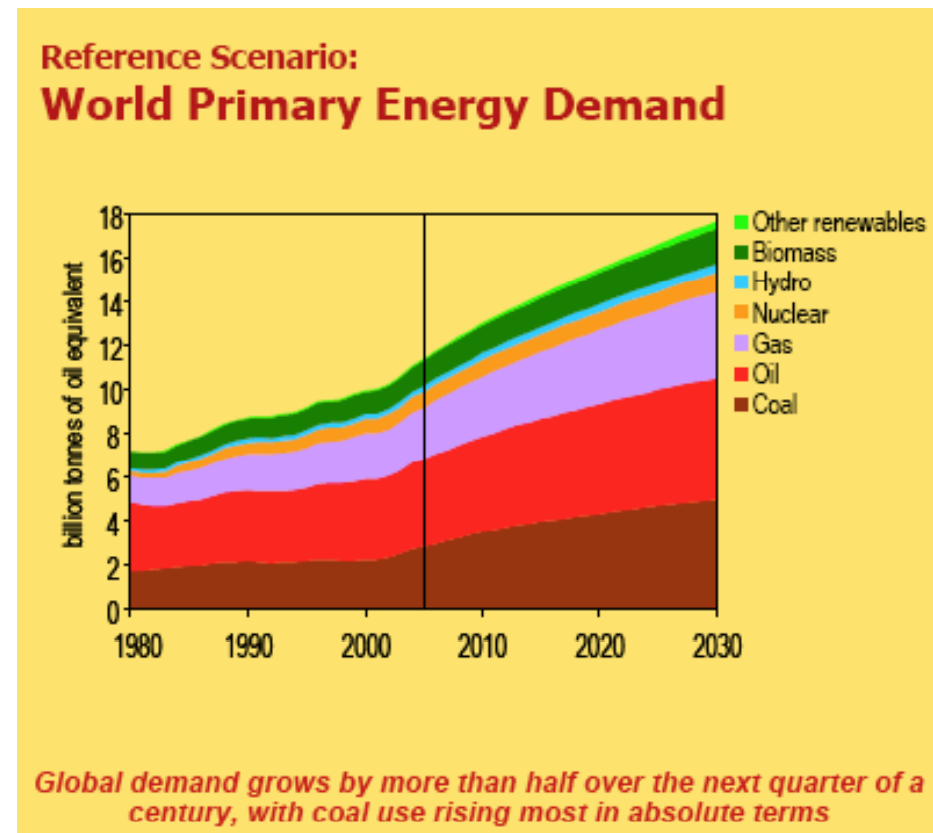
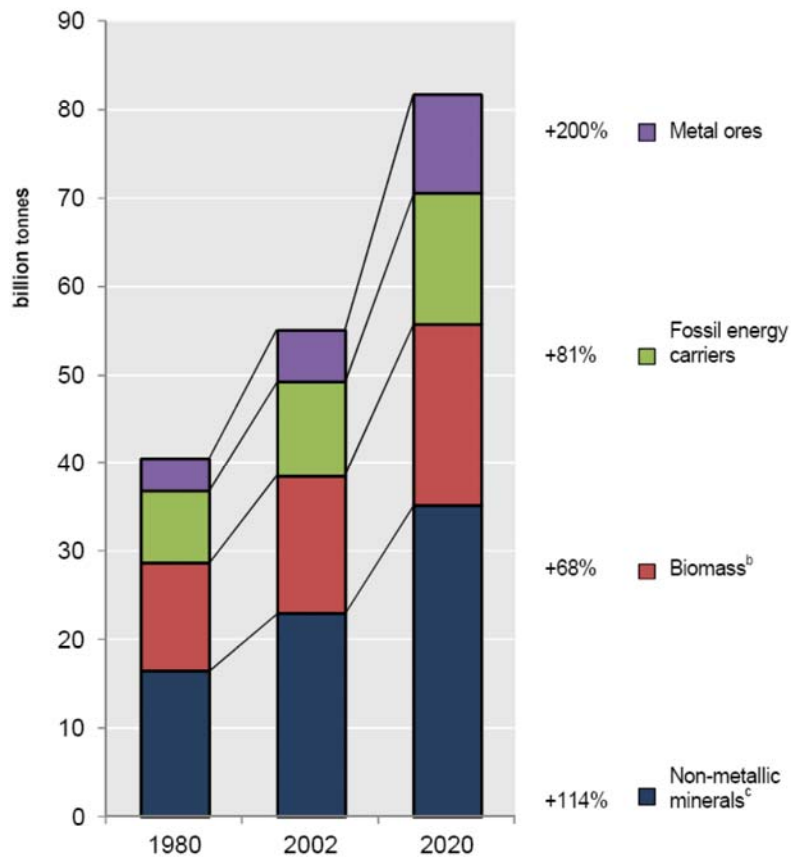
Key policy implications

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# Unsustainable world

## Energy and resource scenarios

Trends of resource and energy consumption are clearly unsustainable: an ever-increasing energy and resource consumption will disturb the Earth's ecosystems.



# Global Consumer Class



Golden Resources Shopping Mall, China

Source: Bentley 2003: Leading consumer classes in countries, 2002

## What is the GCC?

Consumption patterns similar to those traditionally observed in industrialised countries  
(>7000 USD yearly nominal income)

## Where is the GCC?

- 1.7 billion members, of these
- Half of them in the developed world
  - 362 million in China and India, more than in Europe
  - **In the coming decades, GCC will grow strongly in developing countries.**

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---

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---

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---

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# Sustainable low carbon development

## Targets 2050: World – EU – Germany

### Sustainable economic management – Goals 2050: World, EU, Germany (D)

#### Use of resources

**World** reduction by a **factor of 2**  
**EU** reduction by a **factor of 10**  
**D** reduction by a **factor of 10**

#### CO<sub>2</sub> emissions

**World** reduction by a **factor of 1.7** (from 4.2 to 2.5 tons/capita)  
**EU** reduction by a **factor of 3.8**  
**D** reduction by a **factor of 4.4**

#### Energy use (fossil fuels)

**World** reduction by a **factor of 1.7**  
**EU** reduction by a **factor of 3.8**  
**D** reduction by a **factor of 4.4**

#### Ecological footprint

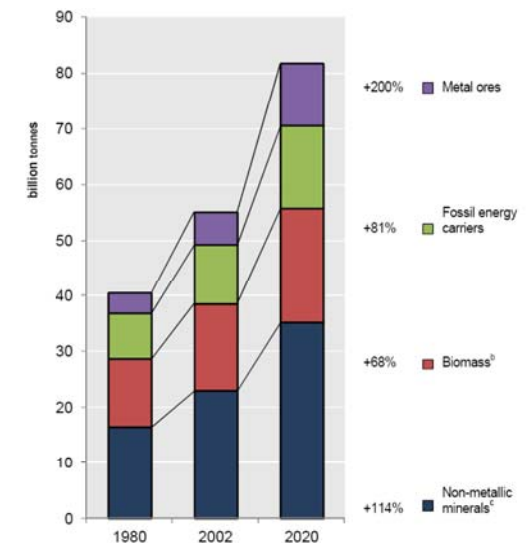
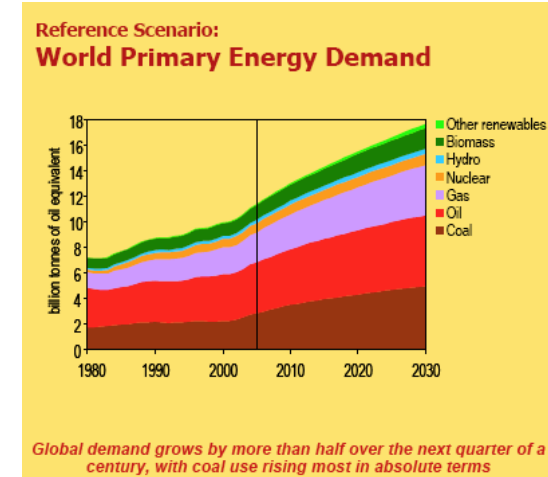
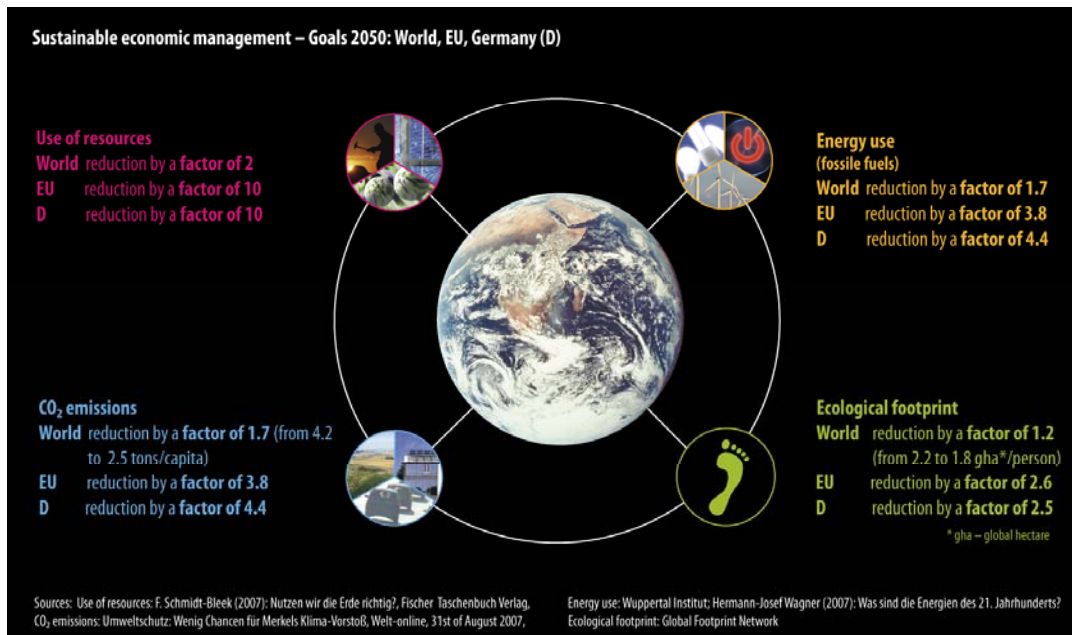
**World** reduction by a **factor of 1.2**  
(from 2.2 to 1.8 gha\*/person)  
**EU** reduction by a **factor of 2.6**  
**D** reduction by a **factor of 2.5**

\* gha – global hectare

Sources: Use of resources: F. Schmidt-Bleek (2007): Nutzen wir die Erde richtig?, Fischer Taschenbuch Verlag,  
CO<sub>2</sub> emissions: Umweltschutz: Wenig Chancen für Merkels Klima-Vorstoß, Welt-online, 31st of August 2007,

Energy use: Wuppertal Institut; Hermann-Josef Wagner (2007): Was sind die Energien des 21. Jahrhunderts?  
Ecological footprint: Global Footprint Network

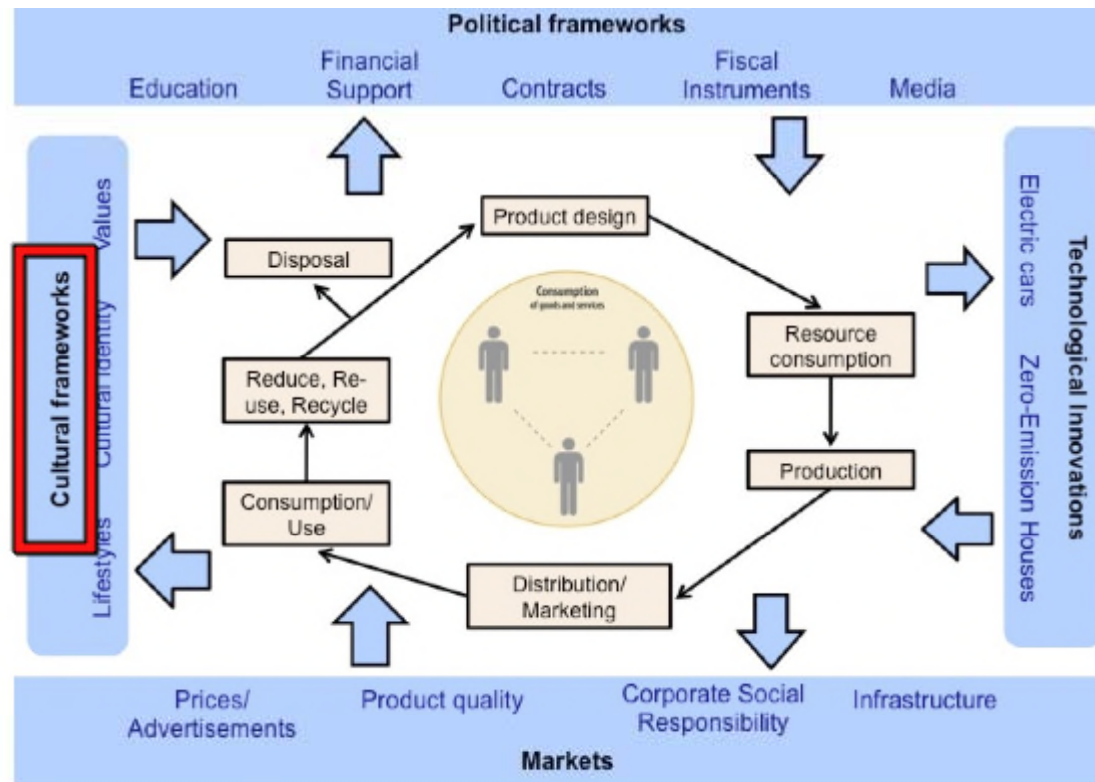
# Towards sustainable low carbon civilisation? How to bend the trend?



# Sustainable development

## The role of socio-cultural frameworks for succesful policies

Most political efforts and initiatives over the past years did not lead to the expected positive effects on the environment. One of the reasons for this is the fact that **existing socio-cultural conditions and frameworks influencing consumer behaviour have not been considered widely enough in these strategies.**





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Unsustainable world

---

Towards sustainability

---

**Understanding consumer behaviour**

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Key policy implications

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# Understanding consumer behaviour (1)

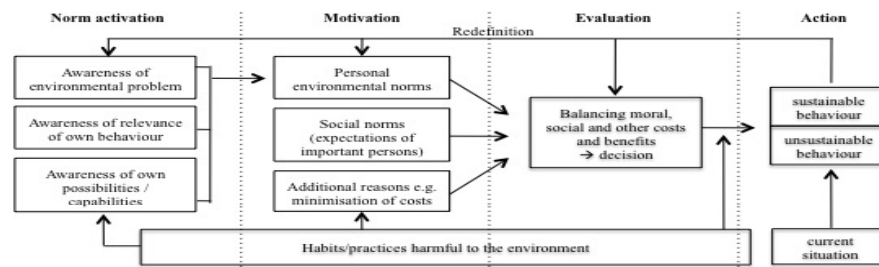
Interaction between socio-cultural factors influencing consumption patterns

*“Understanding (mainstream) consumer behaviour is a prerequisite for understanding how to motivate or encourage pro-environmental behaviour.”*

Jackson, 2005:9

## Key findings from scientific studies regarding consumer behaviour:

- Consumer behaviour is complex and non linear and cannot be explained through conceptual models.



# Understanding consumer behaviour (2)

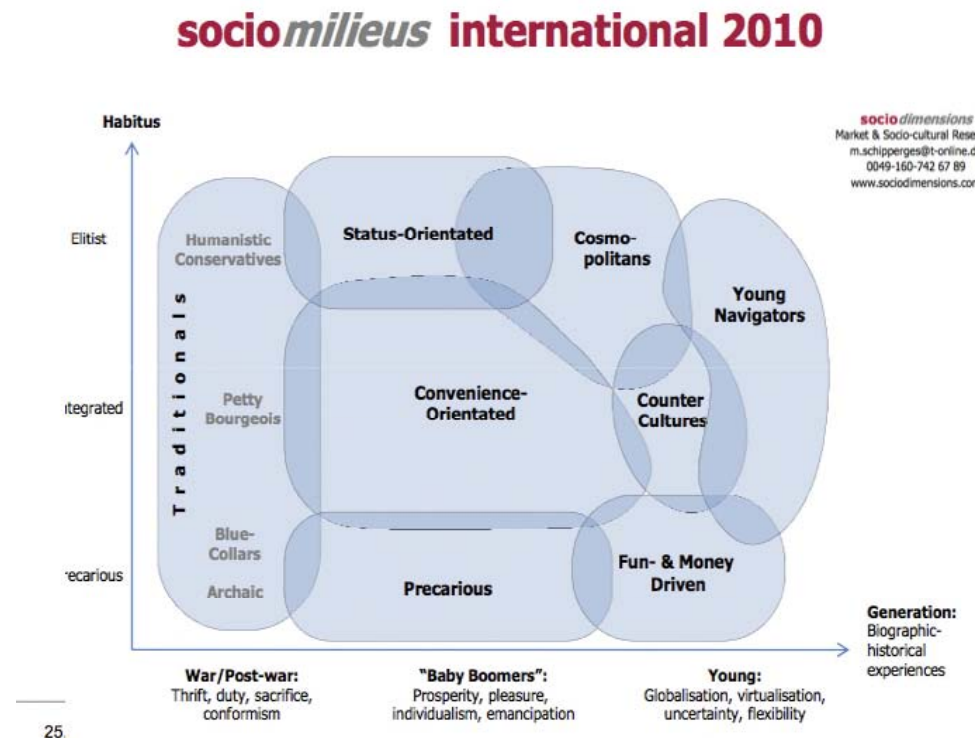
Interaction between socio-cultural factors influencing consumption patterns

- Social distinction is one of the major driving forces of consumption
- Consumption objects are symbols, consumed because of their imaginary dimension
- Life-enjoyment became a crucial element of the modern conception of a good life



# Understanding consumer behaviour (3)

With some simplifications we can define big groups (social milieus) whose lifestyles show many similarities. With this approach people are grouped together according to their age, the generation groups, and according to their status.



Source: Socio-dimensions 2010

## Overview

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---

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---

Towards sustainability

---

Understanding consumer behaviour

---

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# Key policy implications (1)

Different social groups act and think differently, thus they require differently tailored strategies, measures and communication strategies. E.g. META Milieus approach can be used for a realistic internet based marketing.

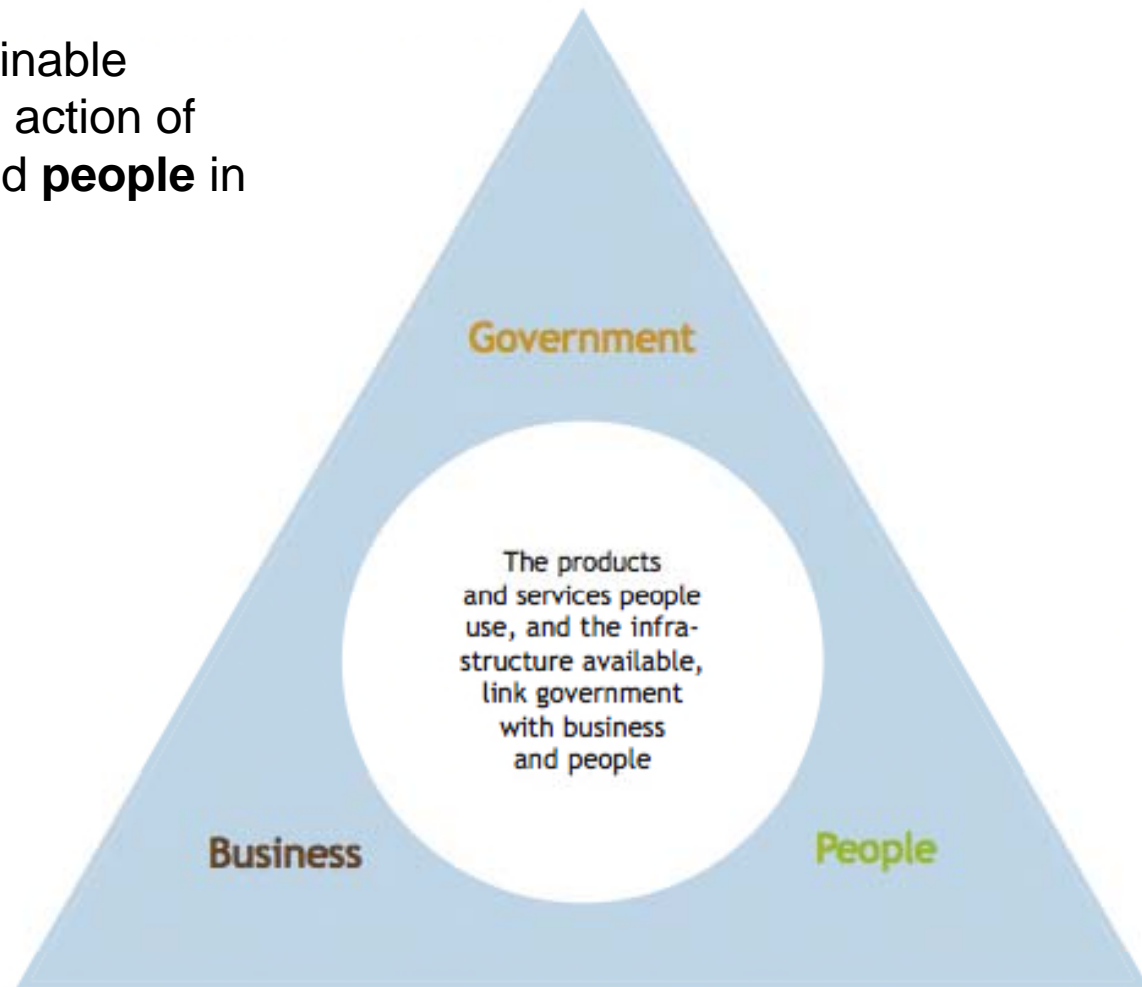


Picture: 2nd Sustainable Summer School, Rafael de Vasconcelos  
Info unter: [www.designwalks.org](http://www.designwalks.org)

## Key policy implications (2)

Transition towards more sustainable lifestyles requires common action of government, **business**, and **people** in a „**triangle of change**“

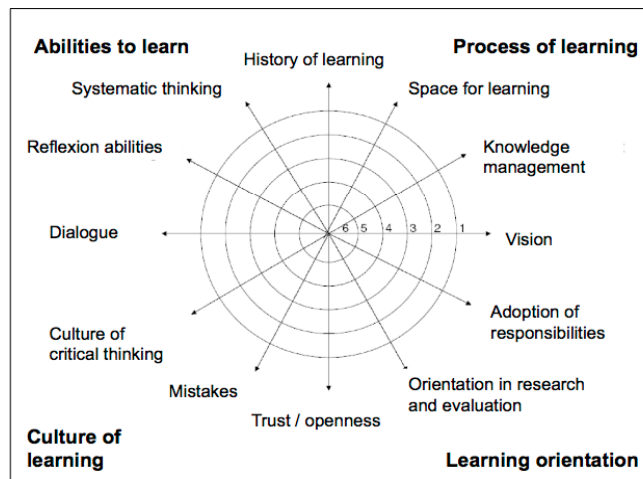
(I will if you will) .



Source: NCC and SDC (2006)

## Key policy implications (3)

- Support research for a better understanding of sustainable lifestyles (in categories of social, economic, and biological aspects)
- Identifying and acting to remove barriers to sustainable behaviour





# Key policy implications (4)

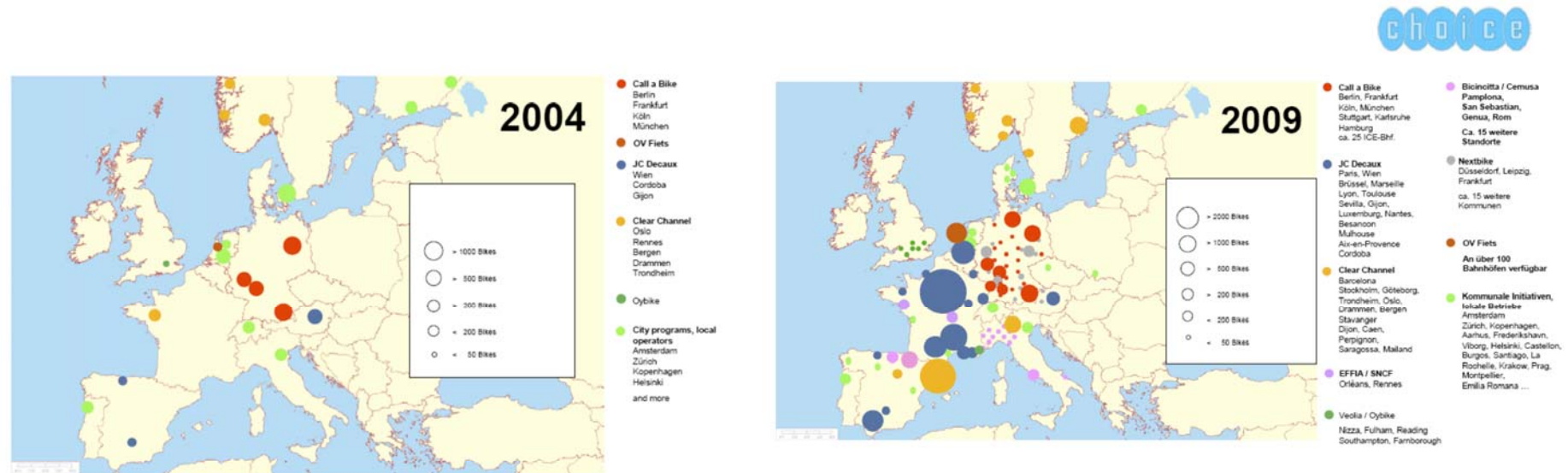
- Using the internet for communication of sustainable, low carbon lifestyles
- Supporting media campaigns, opinion leaders
- Promoting new business models for resource and energy efficient product-service- systems (PSS) (e.g. car sharing)



# Key policy implications (5)

**Sustainable consumption needs to be easy, competitive, accessible, and transparent.**

Example: Successful bicycle sharing systems in European cities



**Thank you for your attention!**



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# BRICS are coming!

Increasing demand for individual consumer goods in India

## From the bicycle to the car

In many threshold countries, a new middle class is emerging which will drive up demand for refrigerators, TV sets, washing machines, and cars in the future.

### Demand for goods in India

