



Comhairle Cathrach Chorcaí
Cork City Council



Cork
Environmental
Forum


Community Climate Action Programme

Consumption



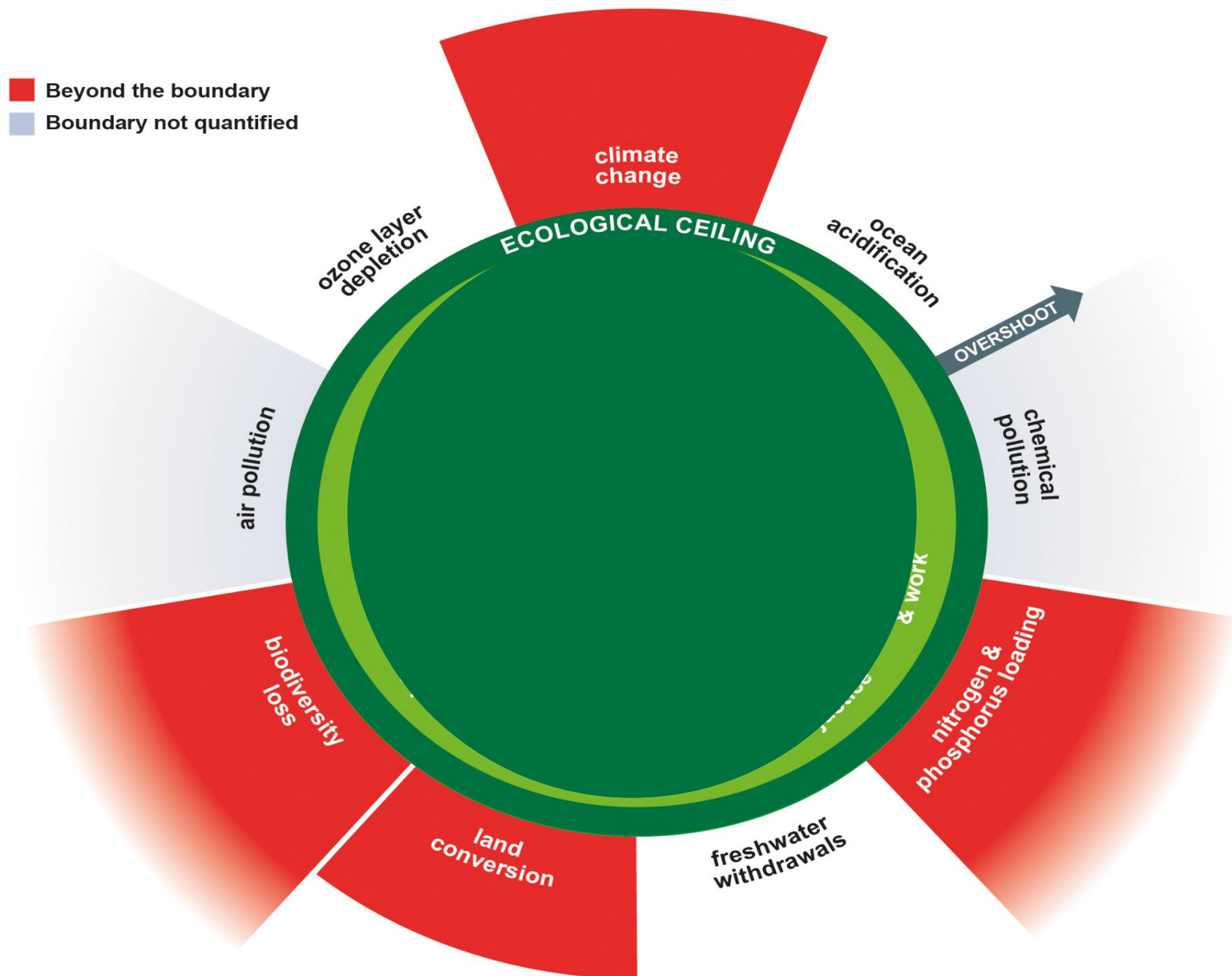
Cork Community Climate Action Programme

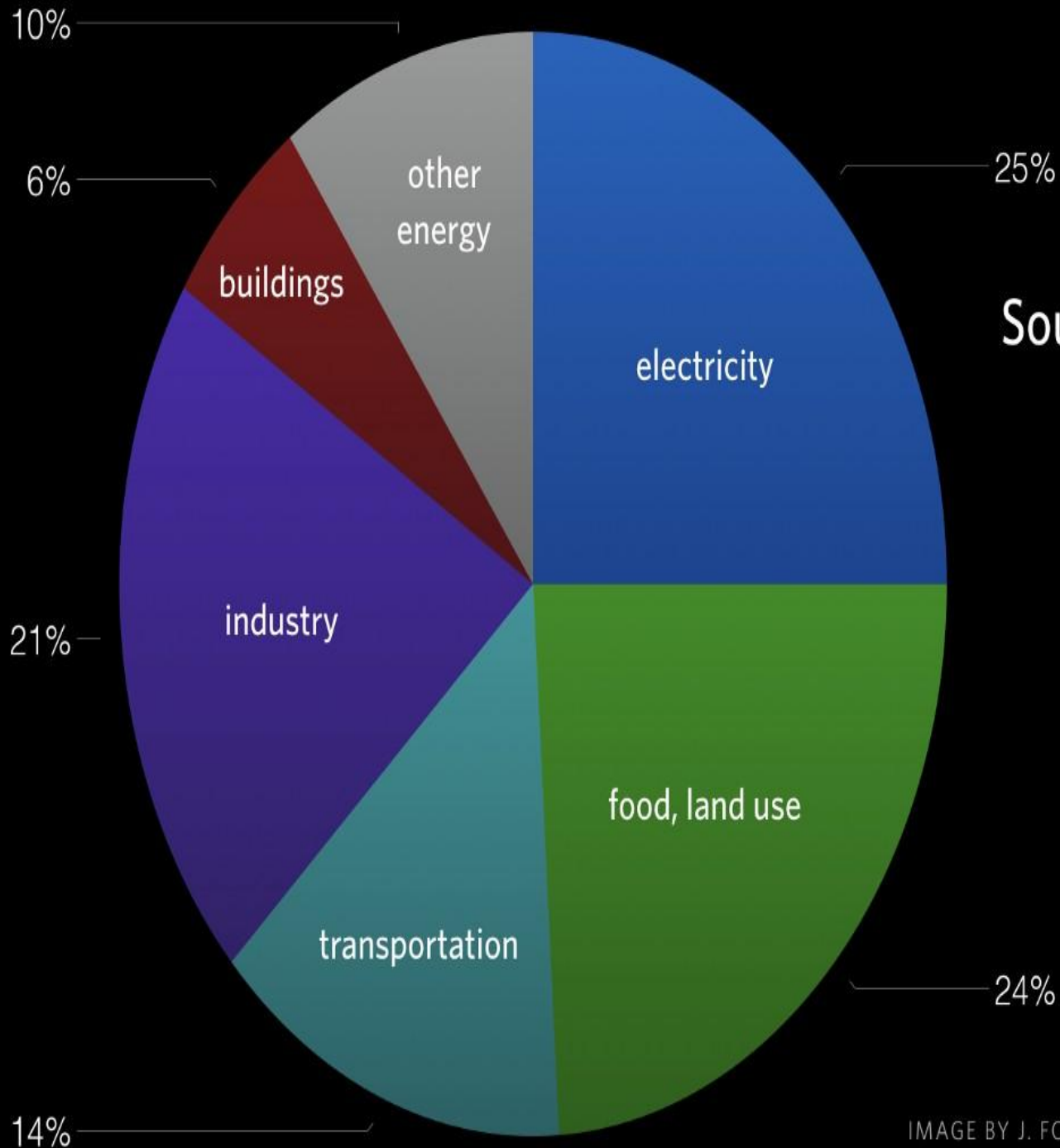
1. Intro & Community resources
2. Consumption and Waste
3. Food & Water
4. Energy & Travel
5. Biodiversity & Nature-based solutions
6. Refining ideas & actions



**Brief review of the main
topics covered in the
previous week.
Overall Goal is to produce a
climate and biodiversity
action plan.**

- Beyond the boundary
- Boundary not quantified





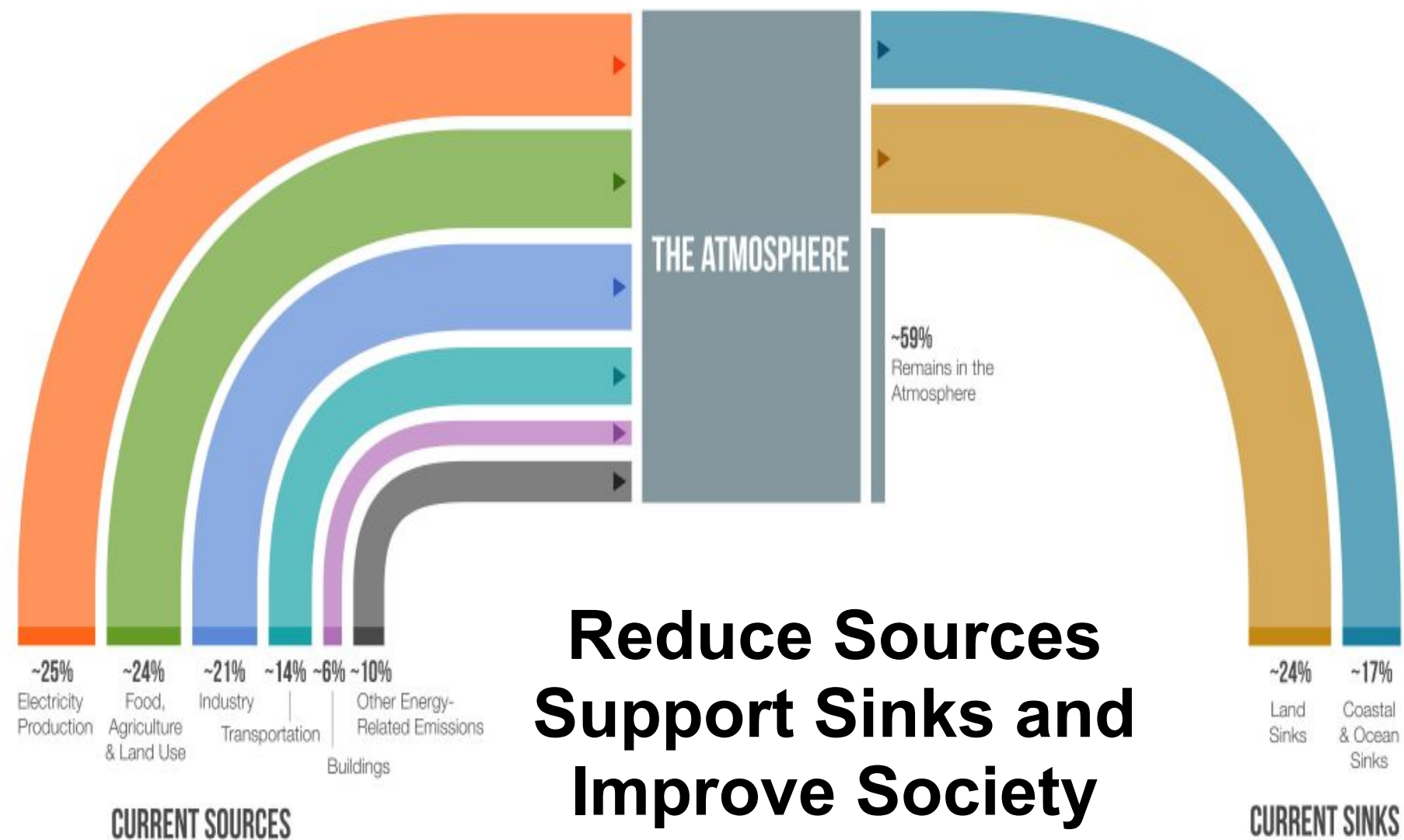
Sources of Greenhouse Gas Emissions

by major sector

DATA FROM EPA

IMAGE BY J. FOLEY, PROJECT DRAWDOWN

EMISSIONS SOURCES & NATURAL SINKS





Consumption Module Outcomes

Participants will be able to;

- Describe the stages in a product life cycle.
- Identify criteria to assess purchases
- Explore the the Ecological Footprint tool
- Identify factors that support or undermine wellbeing and the happy planet index
- Identify ways to reduce personal and community consumption



What are the main things we use or purchase in our lives?

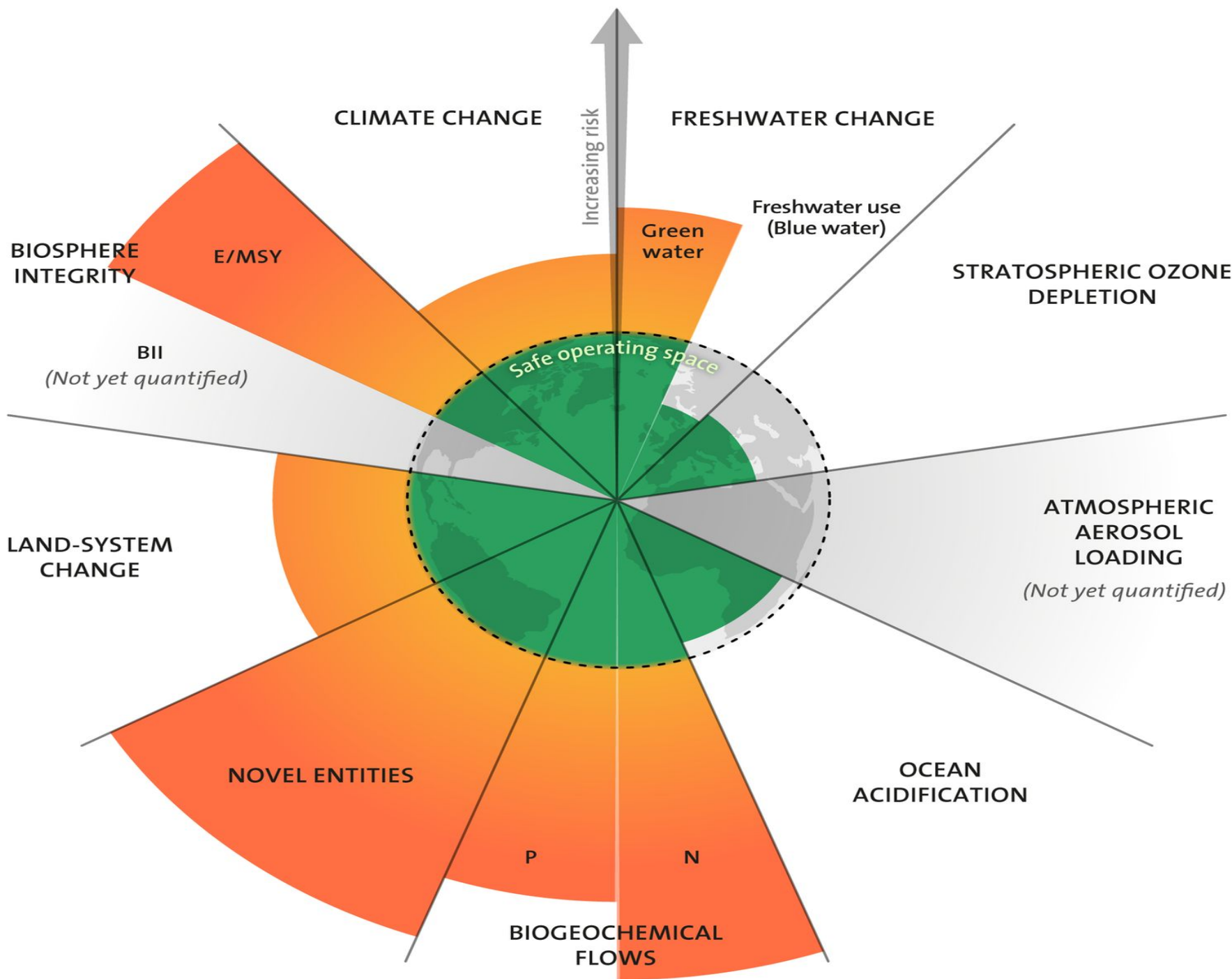
Weekly purchases, monthly bills, and yearly items.

Both Goods and services.

Break into groups for 5 minutes

Global Materials and Emissions





ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

THE WORLD CONTINUES TO
USE NATURAL RESOURCES
UNSUSTAINABLY



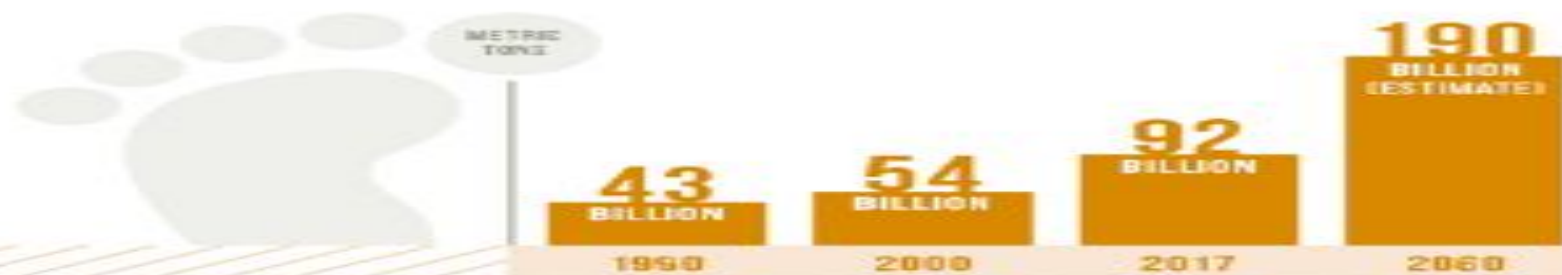
GLOBAL MATERIAL
FOOTPRINT
**73.2 BILLION
METRIC TONS**



GLOBAL MATERIAL
FOOTPRINT
**85.9 BILLION
METRIC TONS**

ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

THE GLOBAL MATERIAL FOOTPRINT IS RAPIDLY GROWING, OUTPACING POPULATION AND ECONOMIC GROWTH



MATERIAL FOOTPRINT PER CAPITA IN HIGH-INCOME COUNTRIES IS

60% HIGHER
THAN IN UPPER-MIDDLE-INCOME
COUNTRIES AND MORE THAN
13 TIMES
THE LEVEL OF LOW-INCOME
COUNTRIES





**Exploring how
consumption choices
influence our ecological
footprint**

Environmental impact

Ecological footprint

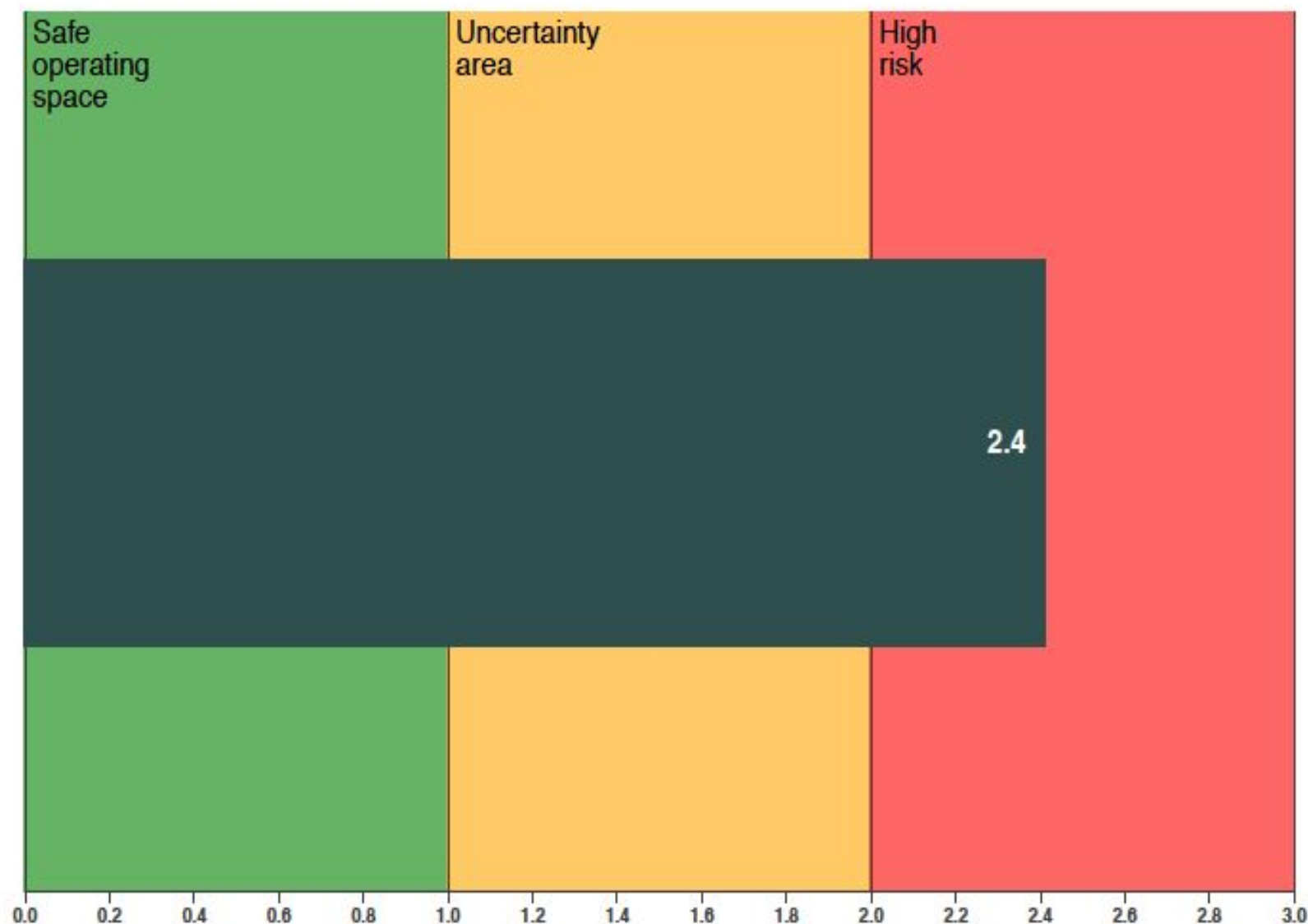
At present
humanity needs
1.5 planets' worth
of resources and
waste absorption

Ireland uses 3.5
planets worth

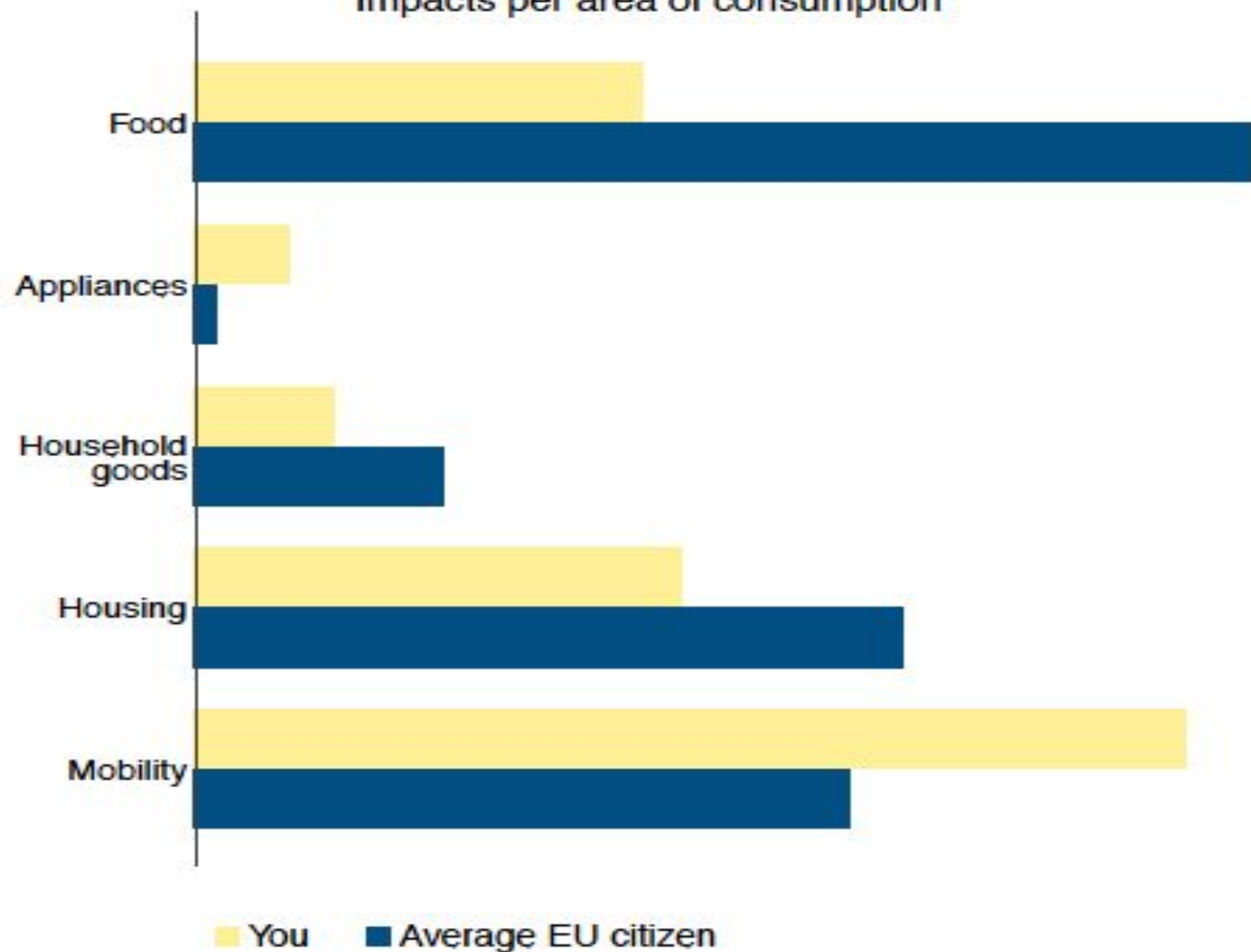


Comparison of your impacts against the planetary boundaries

The environmental impacts of your consumption are exceeding the safe operating space for humanity by a factor **2.4**. Find out more about how to improve your consumption patterns [here](#).



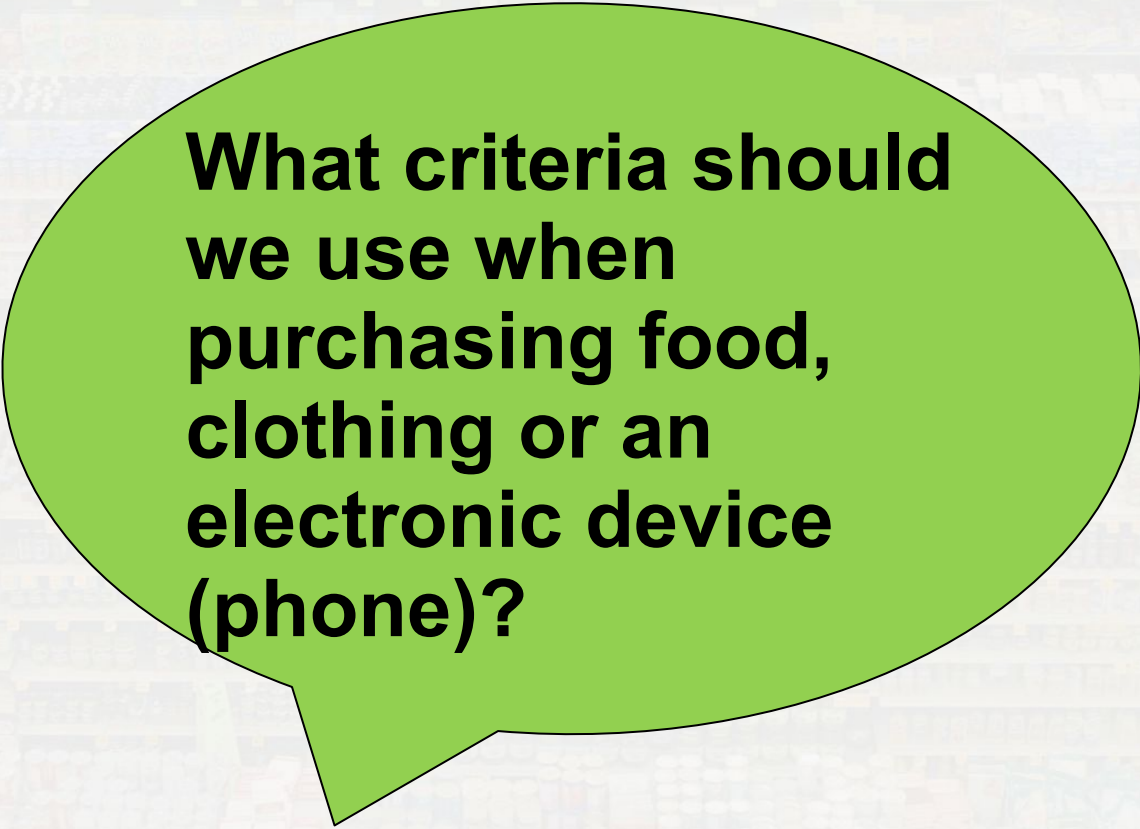
Impacts per area of consumption



THE LIFE CYCLE OF A T-SHIRT



TEDEd



What criteria should we use when purchasing food, clothing or an electronic device (phone)?

Consumption - Outline

- QPEE Guidelines
- ***Quality (Q)***
- ***Packaging (P)***
- ***Environmental cost (E)***
- ***Ethical (E)***

“Every time you spend money, you’re casting a vote for the kind of world you want.”

Anna Lappe

Labels to inform choices



ethical
consumer

Since
1989



FAQs (?) Help (?)

Brand	Score (out of 20)	People	Product sustainability
MUD organic jeans [O,S] Company Profile: MUD Jeans International B.V.	16	People Environment	Product sustainability Company Ethos
Monkee Genes Jeans [A] Company Profile: Stop Taking the Pennies Ltd	15,5	People Environment	Company Ethos Product sustainability
Monkee Genes organic jeans [O, A] Company Profile: Stop Taking the Pennies Ltd	15,5	People Environment	Product sustainability Company Ethos
MUD Jeans [S] Company Profile: MUD Jeans International B.V.	15	People Environment	Product sustainability Company Ethos
Kuyichi organic and recycled cotton jeans [O,S] Company Profile: Kuyichi Europe BV	14,5	People Environment Animals	Product sustainability Company Ethos
Kuyichi organic cotton and recycled PET jeans [O,S]	14,5	People	Product sustainability

**Brand Name &
Company Group**

Jeans Ethical Rankings	Ethical Company Index										
	ENV.	AN.	PEOPLE					OTHER			
Brand Name & Company Group	Environmental Report	Nuclear Power	Animal Welfare	Code of Conduct	Ethical Trading Schemes	Human Rights	Armaments	Political Donations	Boycott	Other Criticisms	Ethical Accreditation
Calvin Klein Philips-Van Heuson Corporation	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	77
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Falmer Matalan Plc.	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	77
Amazing Jeans Amazing Jeans Ltd.	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	73
Lee Cooper Emerisque Capital	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	73





EVENTS

PATTERNS

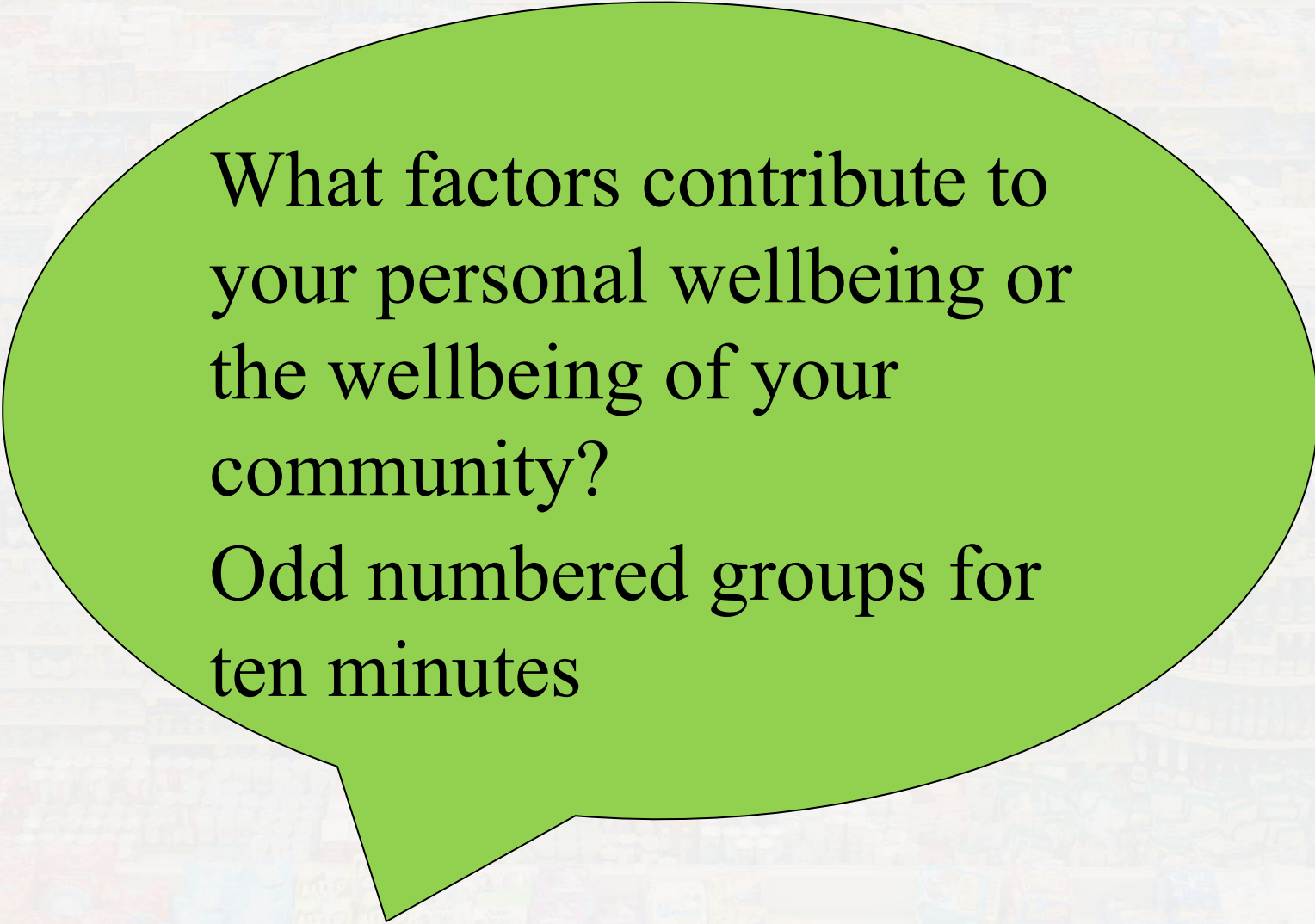
SYSTEMIC STRUCTURES

MENTAL MODELS



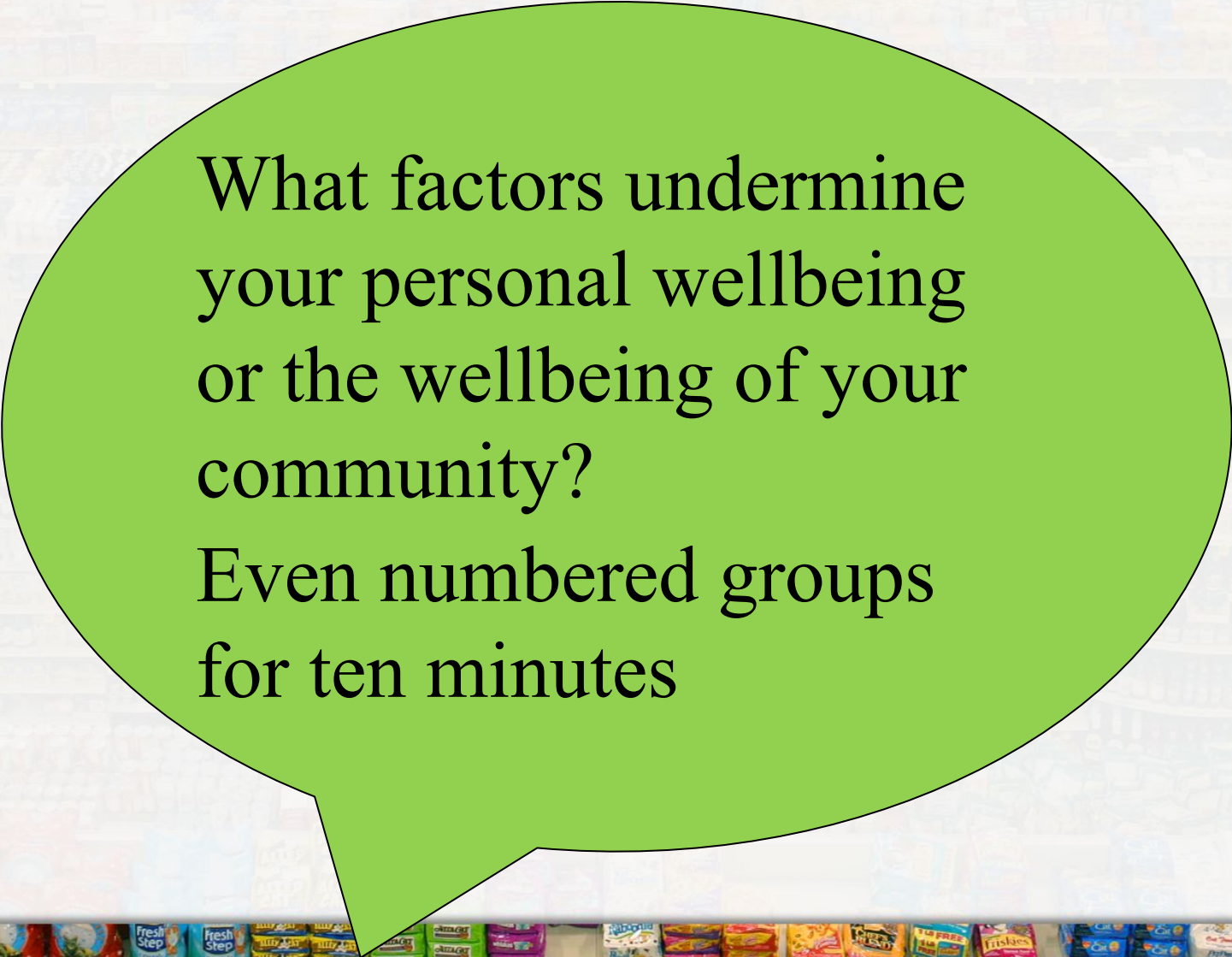
What's the Economy for?

What social goals should we
be aiming for?




What factors contribute to
your personal wellbeing or
the wellbeing of your
community?

Odd numbered groups for
ten minutes



What factors undermine
your personal wellbeing
or the wellbeing of your
community?

Even numbered groups
for ten minutes



The goal of economic growth is a driver of increasing consumption and pollution.

Are there other ways to measure social progress?

What is GDP....



A Country's gross domestic gross product measures market transactions. It ignores social costs, environmental impacts and income inequality.



Ie. Increased crime rates do not raise living standards but they can lift GDP by raising expenditures on security systems and home insurances.



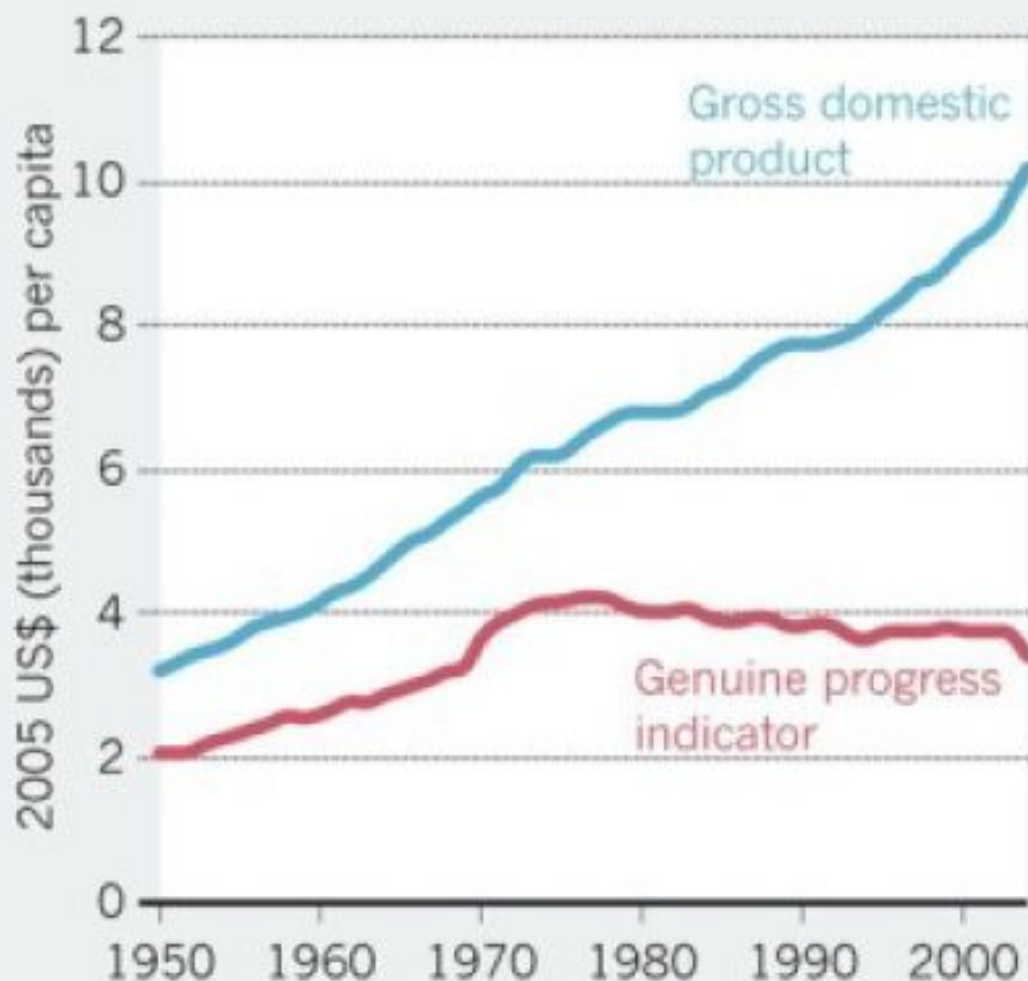
Leunig

GDP is a metric developed in 1930/40s to beat the great depression and the global war.. It did not serve us well in the first place, so why do we keep using it?

In reality increased GDP does not make us any happier... It does not measure our well-being in terms of social interactions or richness of our lives

GENUINE PROGRESS FLATTENS

World GDP has soared since 1950, but a metric for life satisfaction called GPI has not.





the Economics *of* Happiness

What is degrowth...



Degrowth is a downscaling of production and consumption that increases human well-being and enhances ecological conditions and equity on the planet.

'The Story of Stuff / Change

THE STORY OF
STUFF
PROJECT

ABOUT ▾

MOVIES

TAKE ACTION ▾

RESOURCES ▾

BLOG

DONATE



The Story of Stuff



Watch later







Share



The Happy Planet Index – nef

Experienced wellbeing, Life expectancy, Measure of Inequality
Ecological Footprint

$$\text{HPI} = \frac{\text{Wellbeing} \times \text{Life Expectancy} \times \text{Inequality}}{\text{Ecological Footprint}}$$


Rank	Country	<div> <div>HPI</div> <div>     </div> </div>				
1	Costa Rica	44.7	7.3	79.1	15%	2.8
2	Mexico	40.7	7.3	76.4	19%	2.9
3	Colombia	40.7	6.4	73.7	24%	1.9
4	Vanuatu	40.6	6.5	71.3	22%	1.9
5	Vietnam	40.3	5.5	75.5	19%	1.7
6	Panama	39.5	6.9	77.2	19%	2.8
7	Nicaragua	38.7	5.4	74.3	25%	1.4
8	Bangladesh	38.4	4.7	70.8	27%	0.7
9	Thailand	37.3	6.3	74.1	15%	2.7
10	Ecuador	37.0	6.0	75.4	22%	2.2

The Wellbeing of the Nation 2017



Average Household Debt

€93,900 in 2014 ↓ €87,900 in 2015



Unemployment Rate

9.8% in 2015 ↓ 8.6% in 2016



41%

Aged 25 - 64 with third level education remained constant between 2015 and 2016



Number of Homeless People

↑ **81%** 3,008 in 2011
6,906 in 2016



Female TDs in the Dáil

15% in 2011 ↑ 21% in 2016



Number of Healthy Life Years

66.9 in 2014 ↑ 67.3 in 2015



Adults that think crime is very serious problem in Ireland

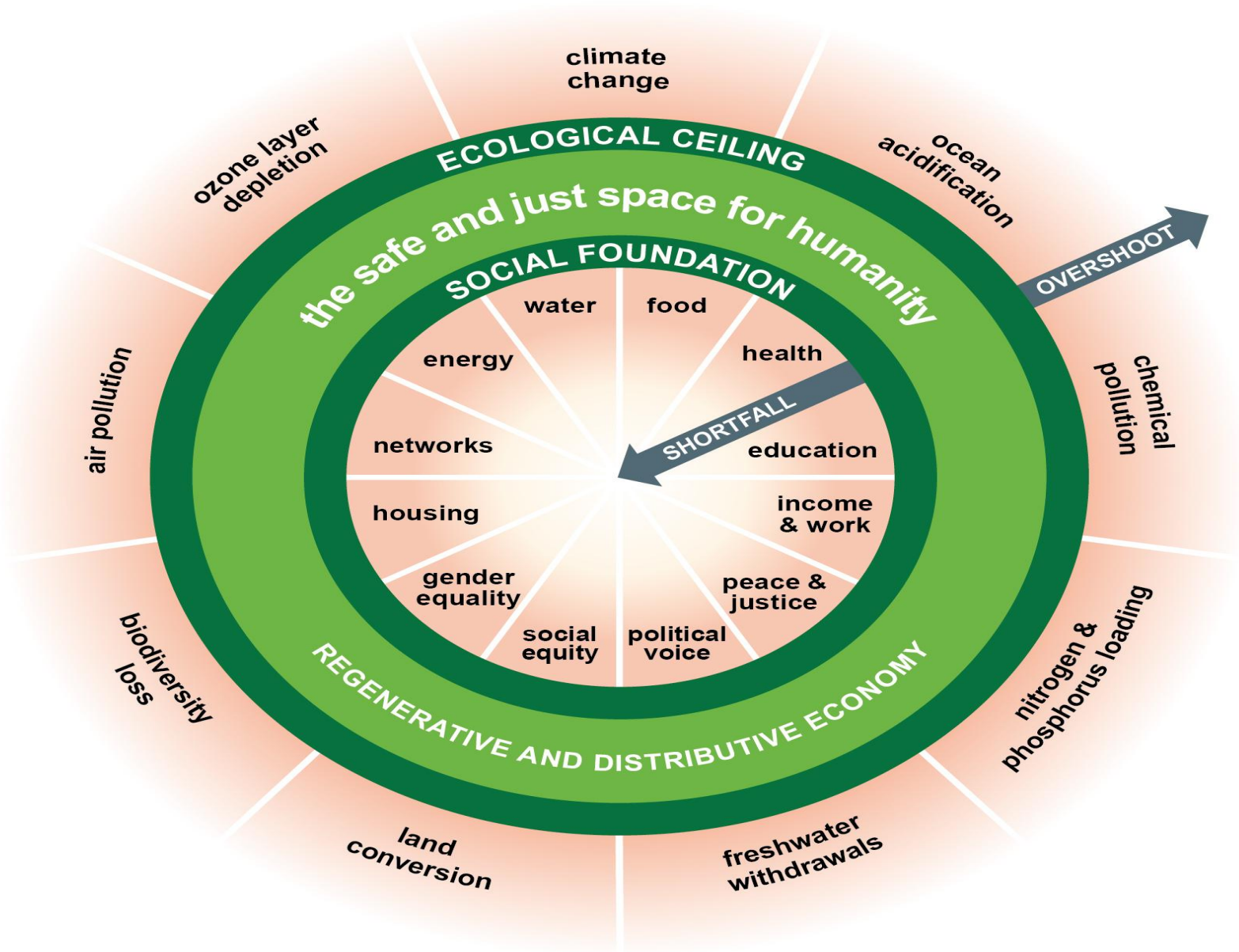
46% in 2006 ↑ 49% in 2010



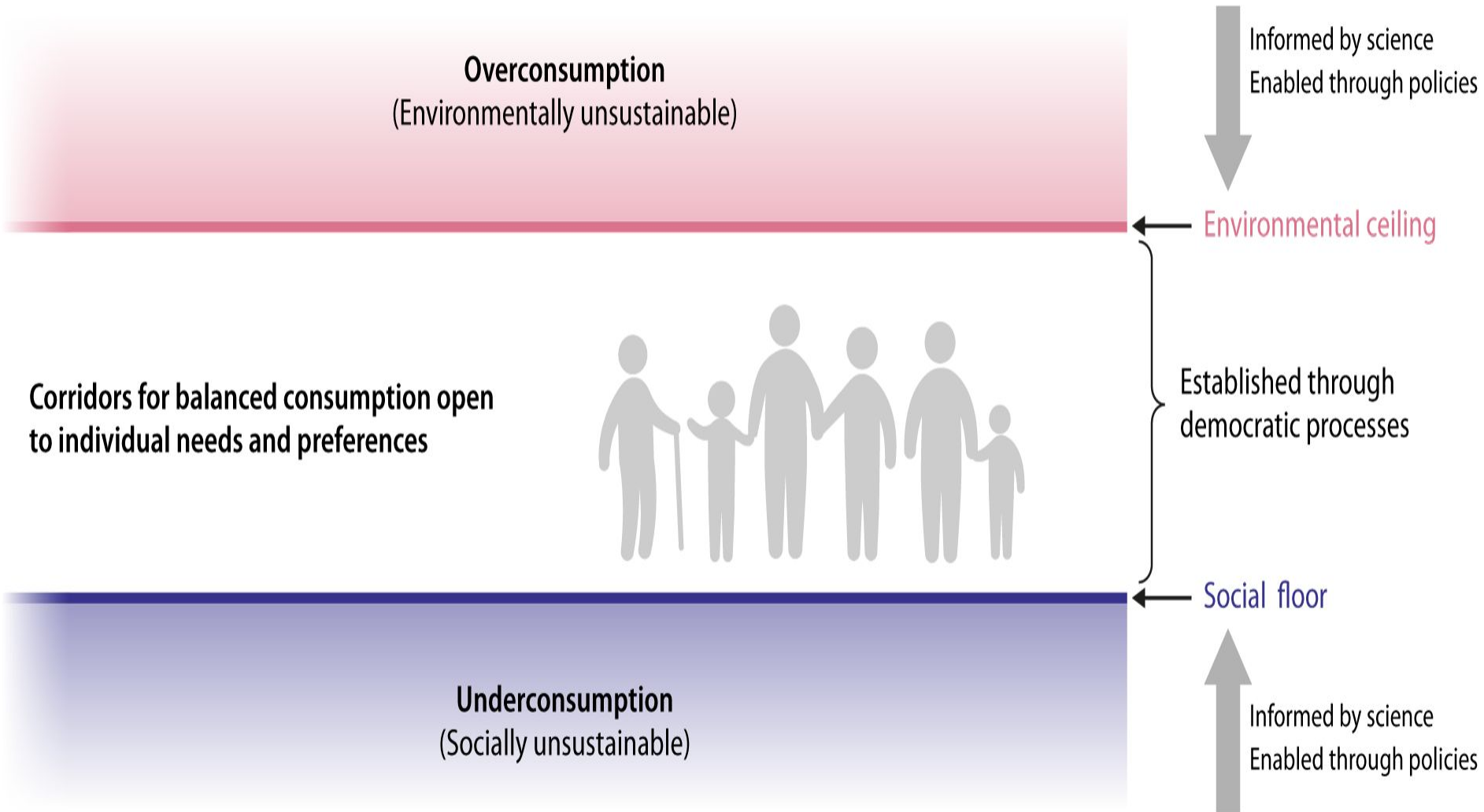
Participation in sport aged 15+


47.2% in 2013 ↓ 45% in 2015





Consumption Corridors for a sustainable and fair space for every individual





What actions could our community take to move towards patterns of sustainable consumption?



SDG 12 - Global Targets

Sustainable management and efficient use of natural resources

Halve per capita global food waste

Management of chemicals and all wastes throughout their life cycle

Substantially reduce waste generation

Companies adopt sustainable practices



Promote green public procurement

Provide relevant info for lifestyles in harmony with nature

Support sustainable patterns of consumption and production in developing countries

Support sustainable tourism

Phase out inefficient fossil-fuel subsidies

Community actions

- Community reuse and repair projects
- Local food projects
- Local Exchange Trading Schemes (LETS)
- Local currencies
- Social Entreprises
- Circular Businesses
- Leasing products like xerox (photocopies), Mud Jeans, Interface (carpet tiles), etc.
- Transition Towns
- Circuleire - Irish Circular Research
- Localisation of the economy
- <https://www.localfutures.org/>
- Working from home, four day work week
- Unionisation of work

Supporting local businesses and organisations that offer an alternative



Cork LETS Network



Benchspace

