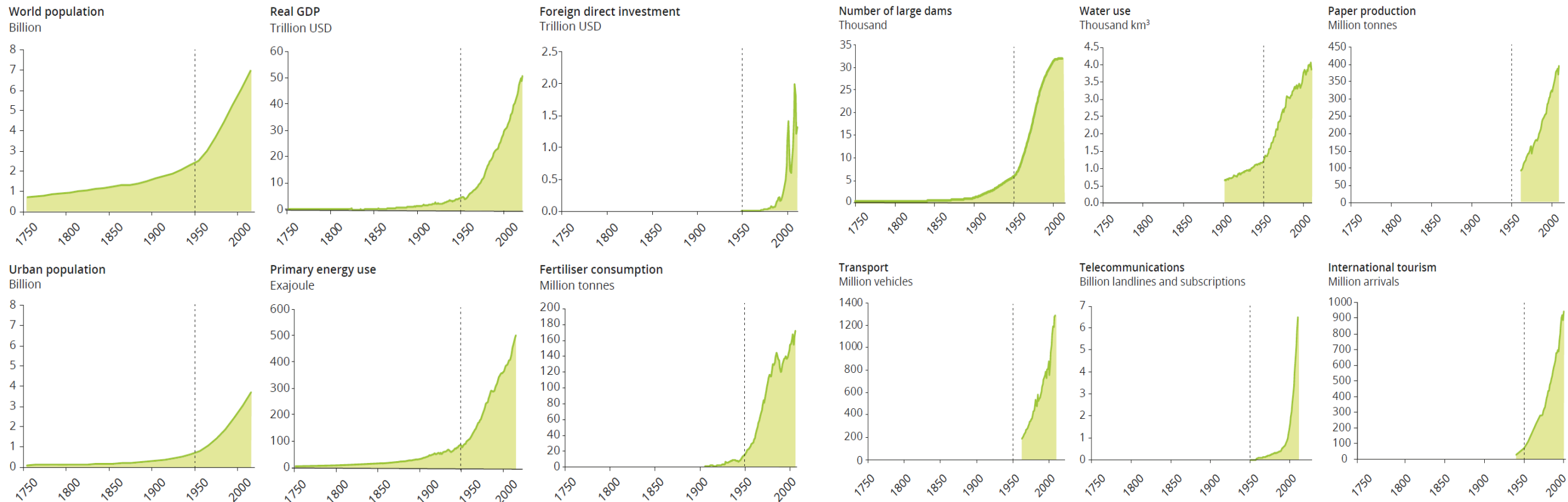


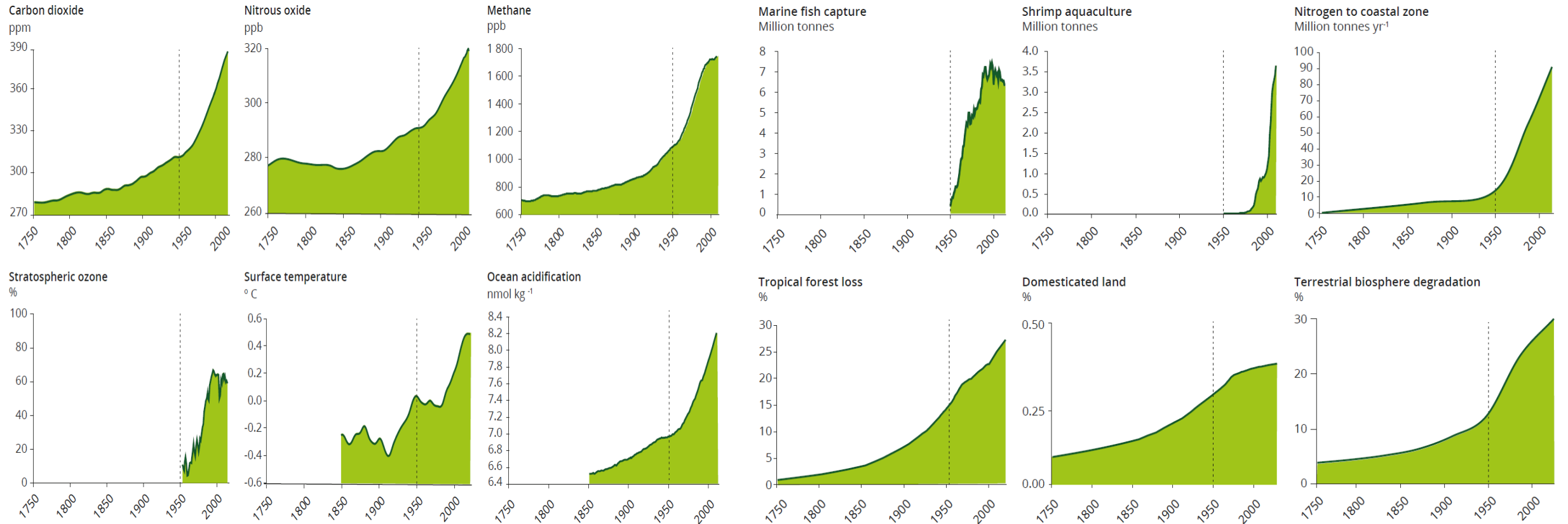
ENDING OUR CONSUMER ADDICTION



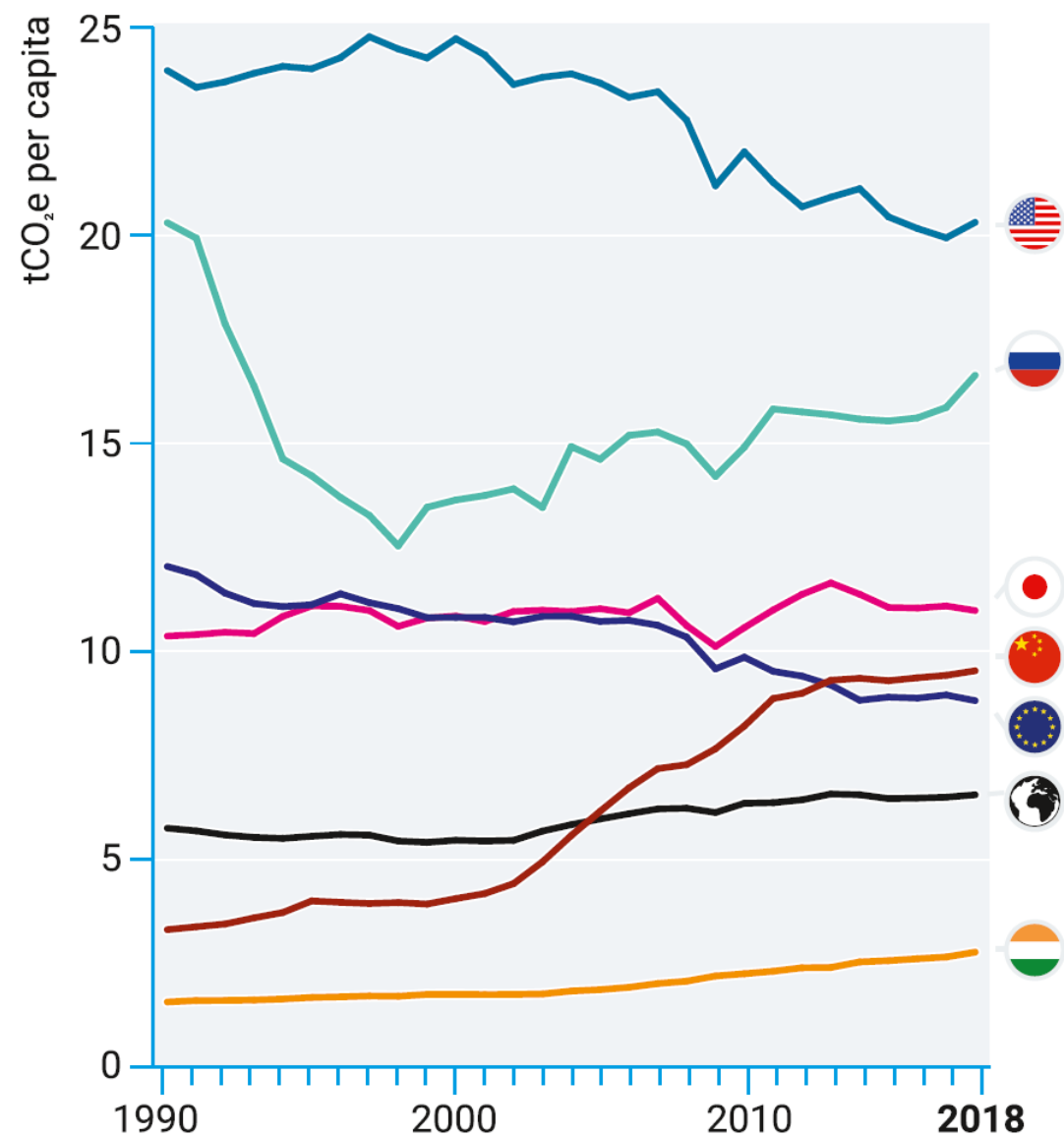
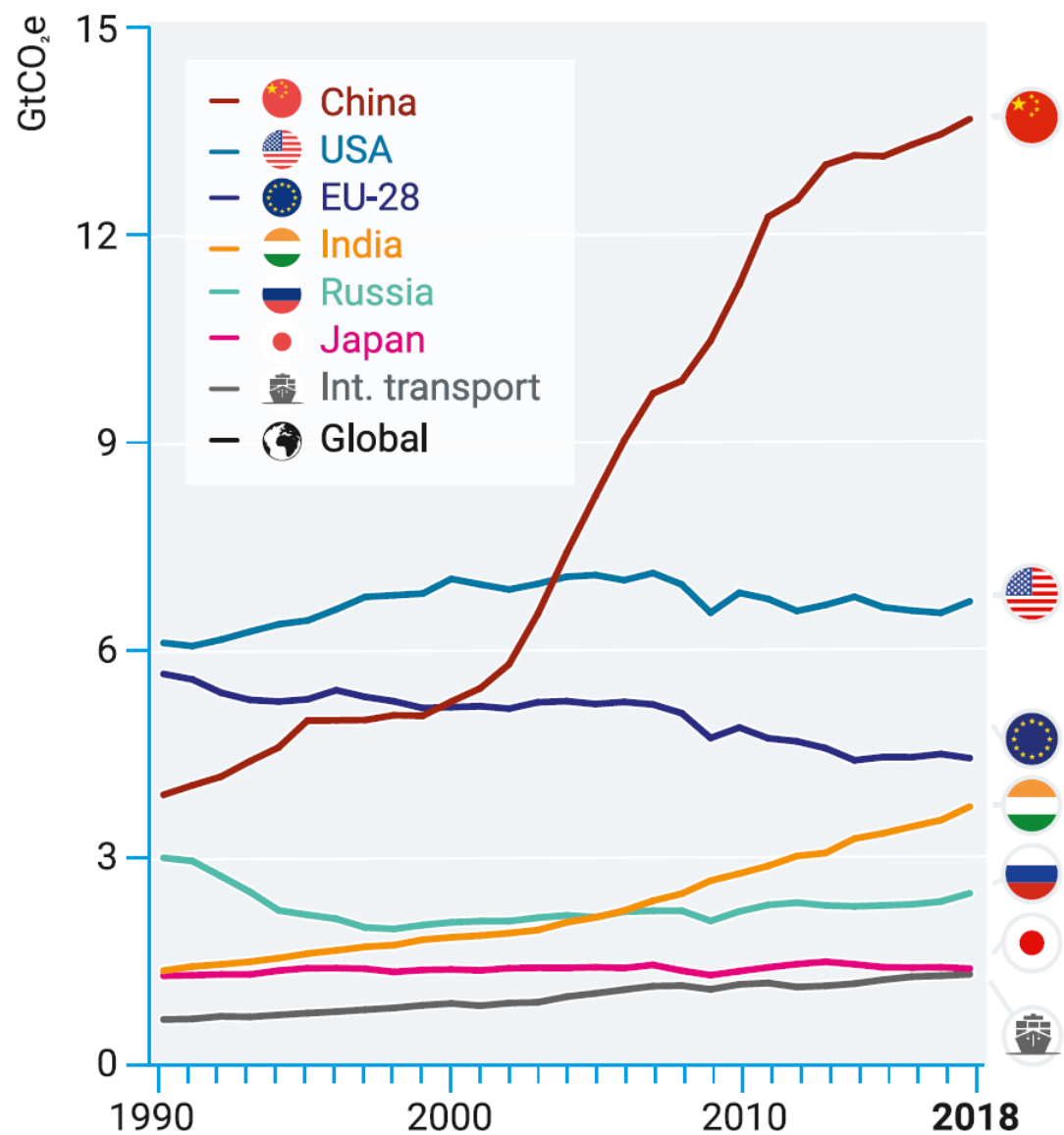
GLOBAL TRENDS IN HUMAN PROCESSES



GLOBAL TRENDS IN PLANETARY PROCESSES

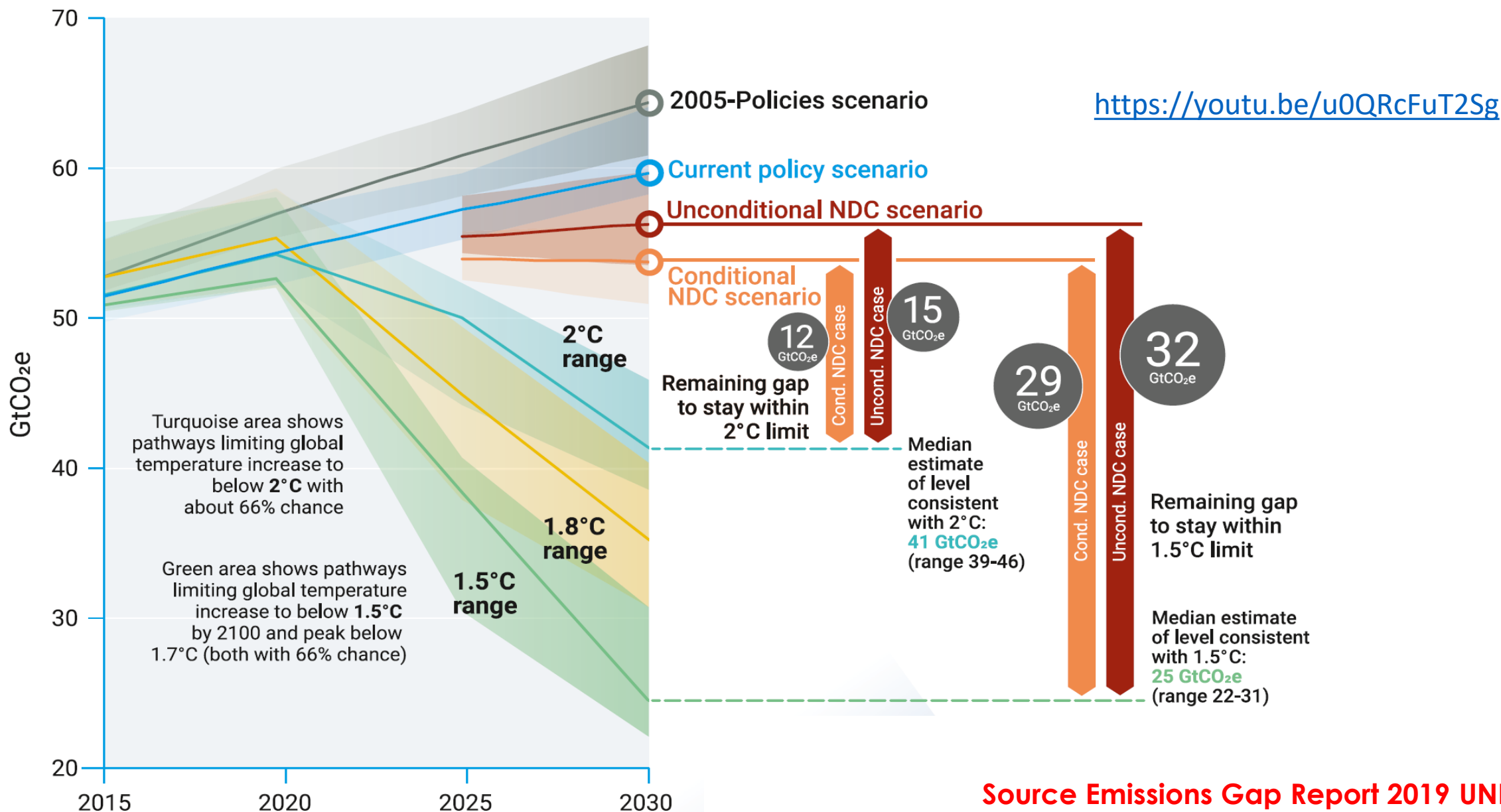


GLOBAL TRENDS IN ABSOLUTE AND PER CAPITA EMISSIONS

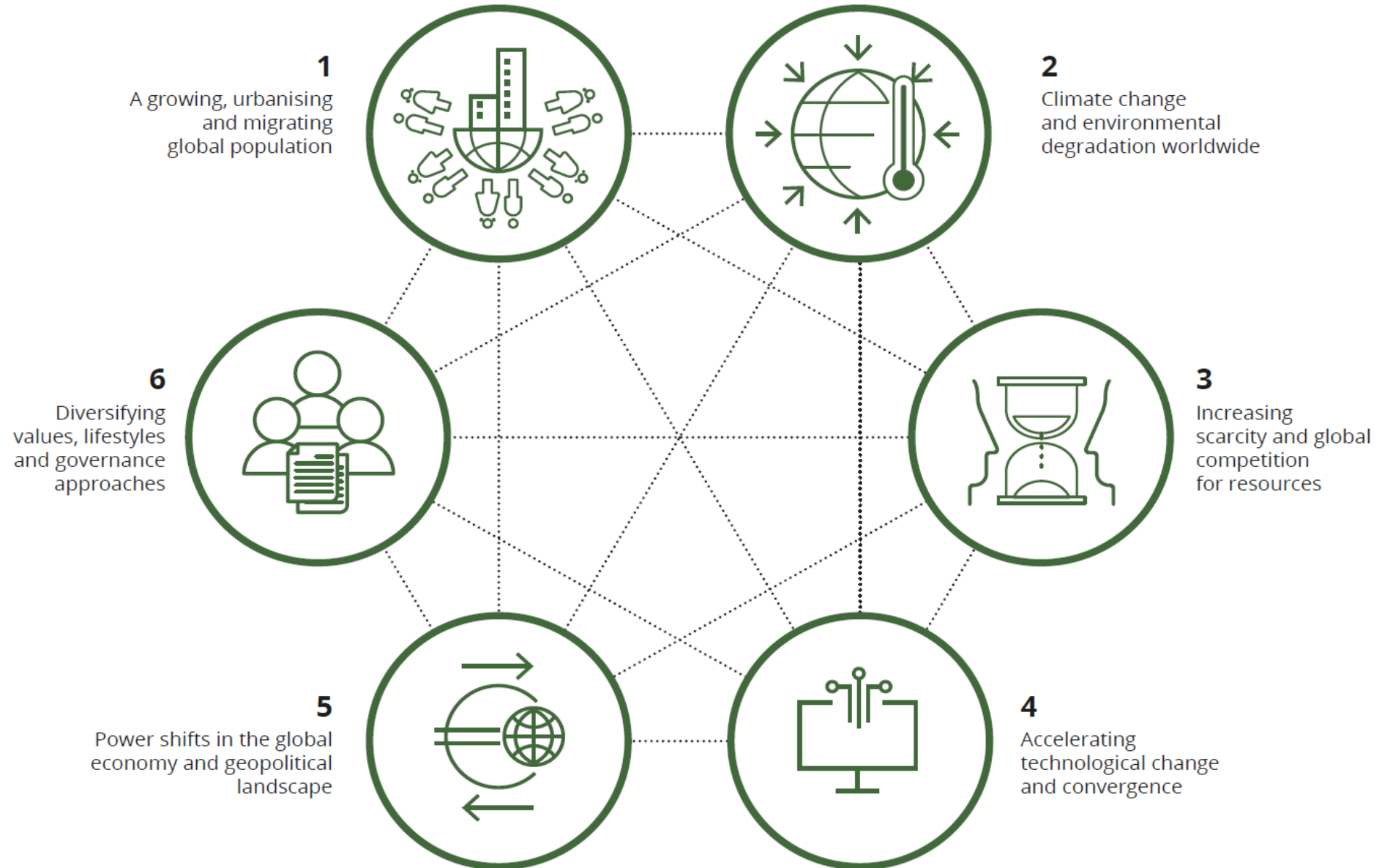


Source Emissions Gap Report 2019 UNEP

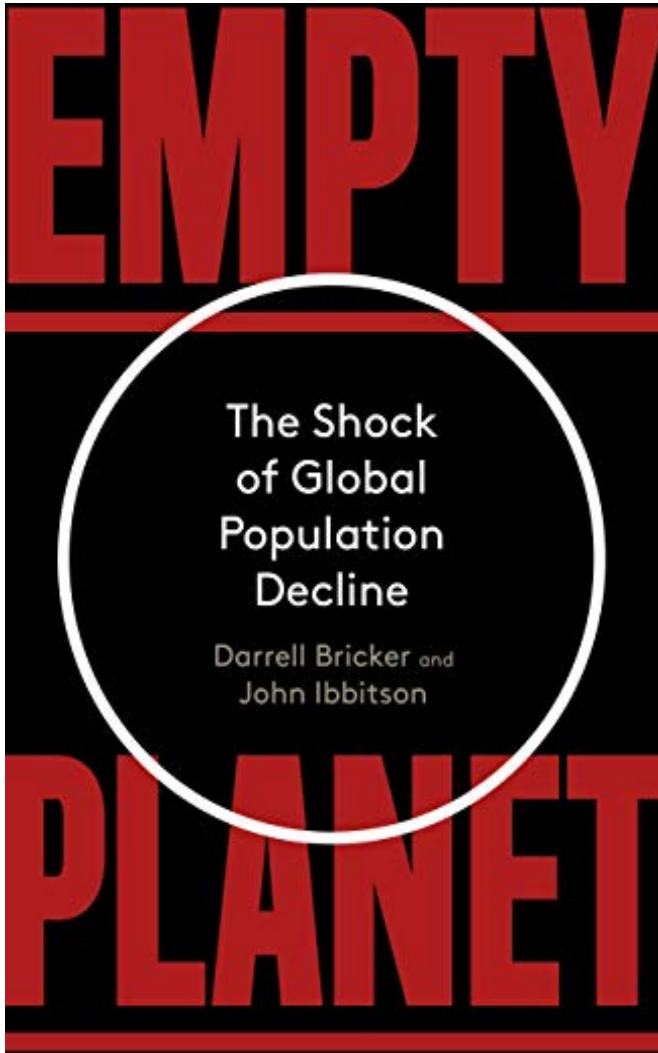
HOW MUCH MORE CARBON CAN WE EMIT AND STILL STAY SAFE?



DRIVERS OF CHANGE



A SMALLER GLOBAL POPULATION?

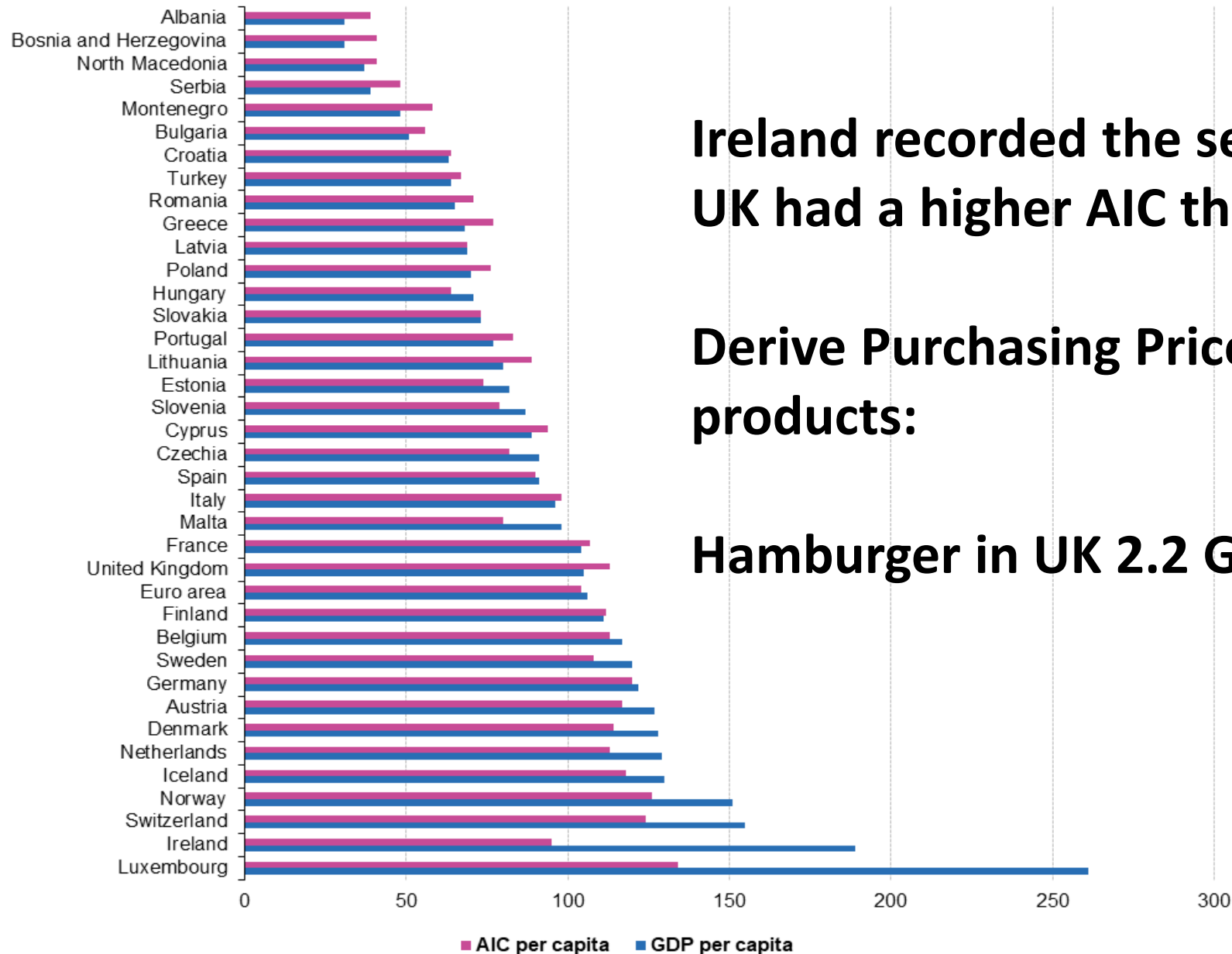


less inequality, more innovation, less risk of famine and greater affluence

an ageing population will lead to worker shortages, weaken the economy and impose enormous strain on healthcare and social systems

people will need to change their behaviours and especially their consumption patterns

ACTUAL INDIVIDUAL CONSUMPTION AND GDP



Ireland recorded the second highest GDP
UK had a higher AIC than GDP

Derive Purchasing Price Parities to compare products:

Hamburger in UK 2.2 GBP; France 2.84 Euros

One week's food of a family in the United Kingdom



Source: Hungry Planet: What The World Eats, by Peter Menzel and Faith D'Aluisio

One week's food of a family in Ecuador

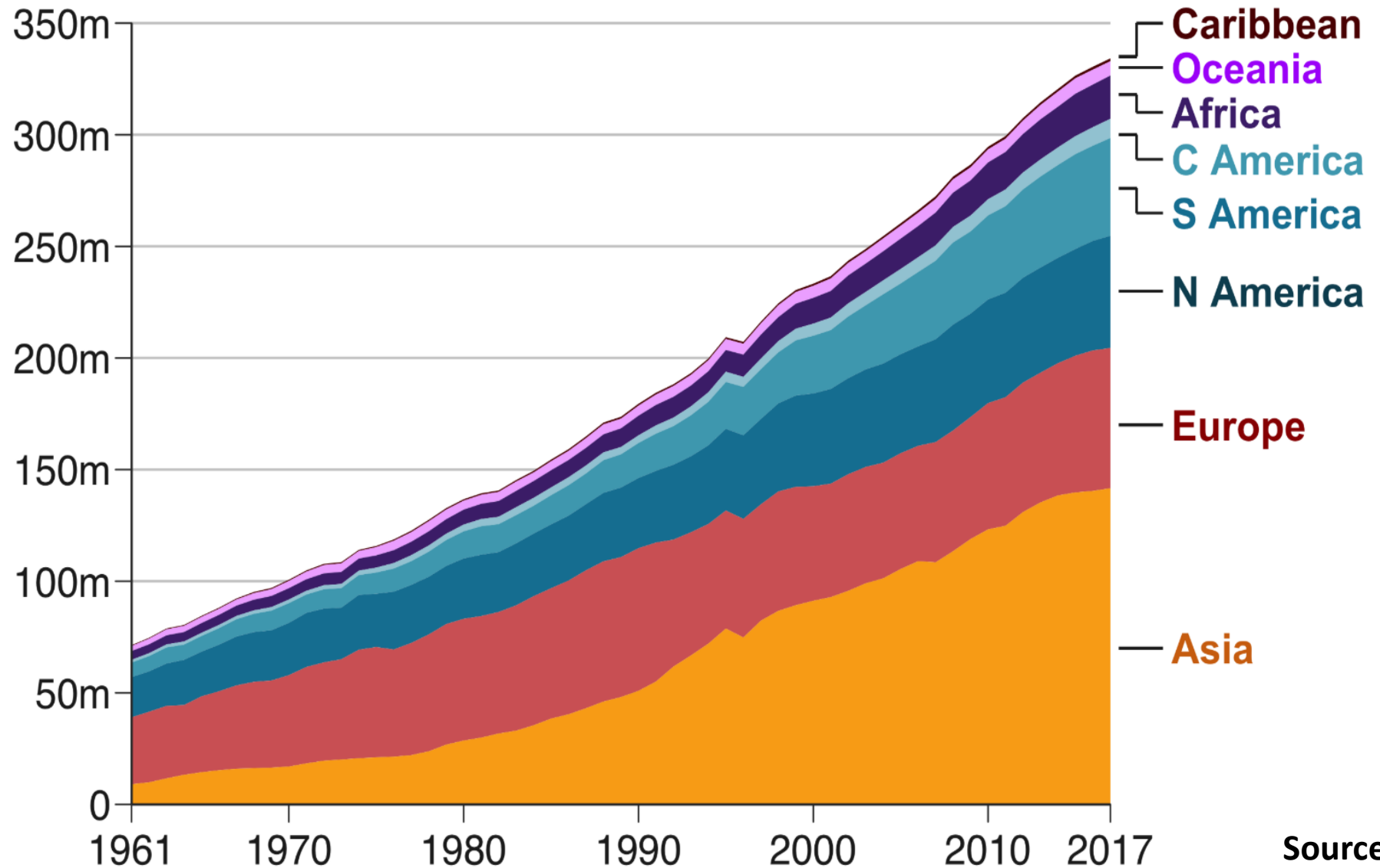


Source: *Hungry Planet: What The World Eats* by Peter Menzel and Faith D'Aluisio

ALTERNATIVES and CHOICES

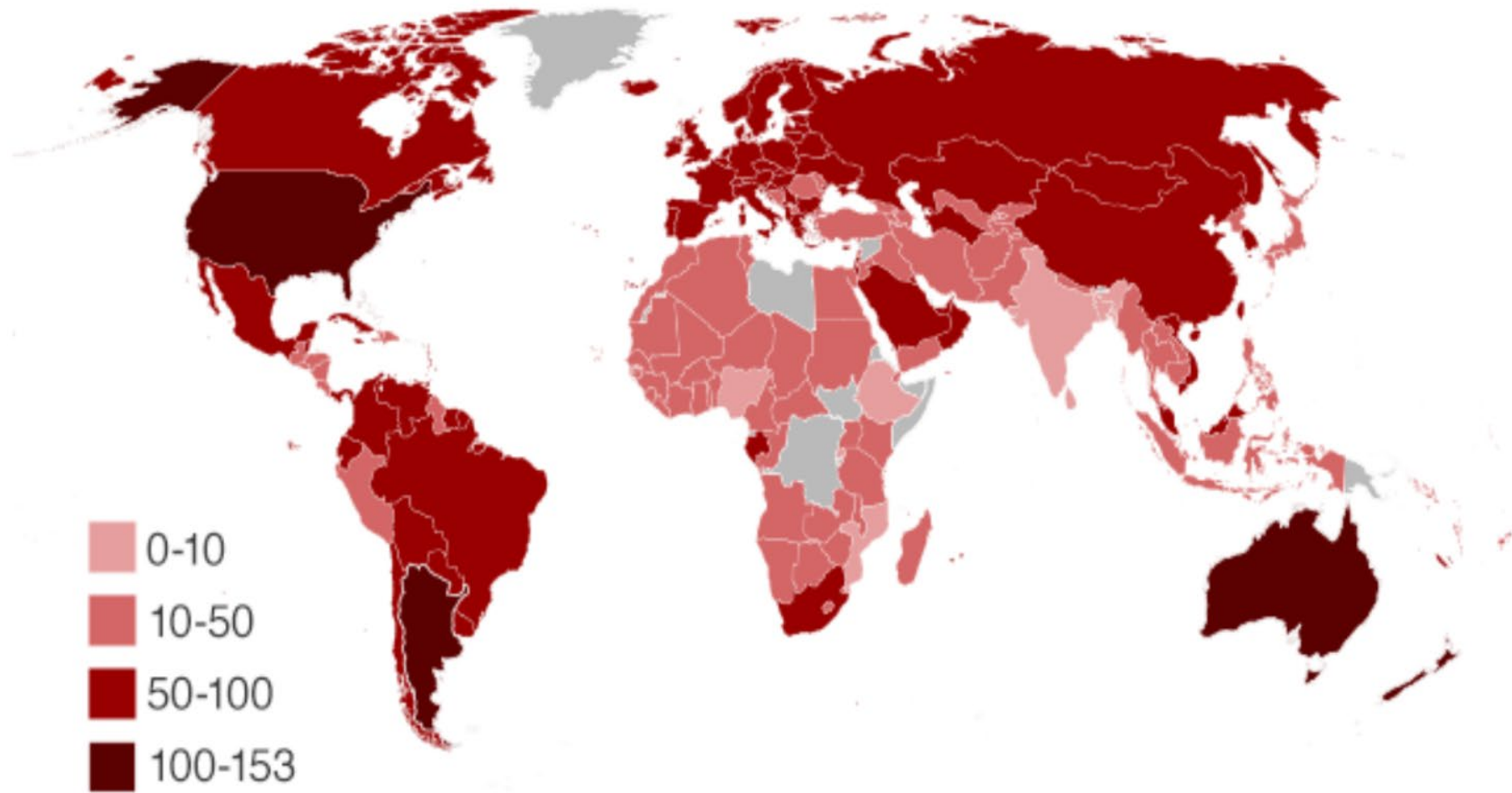


Meat production by region (m metric tonnes)



Source FAO 2019

Meat consumption per capita (kg)



Source FAO 2019

Changing patterns of meat consumption

USA per capita consumption

1960 20 kg – 2014 43kg

2014 Red meat 51%, Poultry 42% (up from 25% in the 1970s), Fish 7%

India

threefold increase in GDP but no increase in meat consumption; not because of vegetarianism because 2/3 of the population eat meat.

UK consumption

Shift in 2019 to plant-based foods,

Savings of 6.7b GBP

1/3 claim to have stopped eating meat; 2/3 eating less meat

FLEXITARIANISM IS THE MOST COMMON DIET TODAY

UNDERSTANDING YOUR CHOICES

Serving Sizes.....

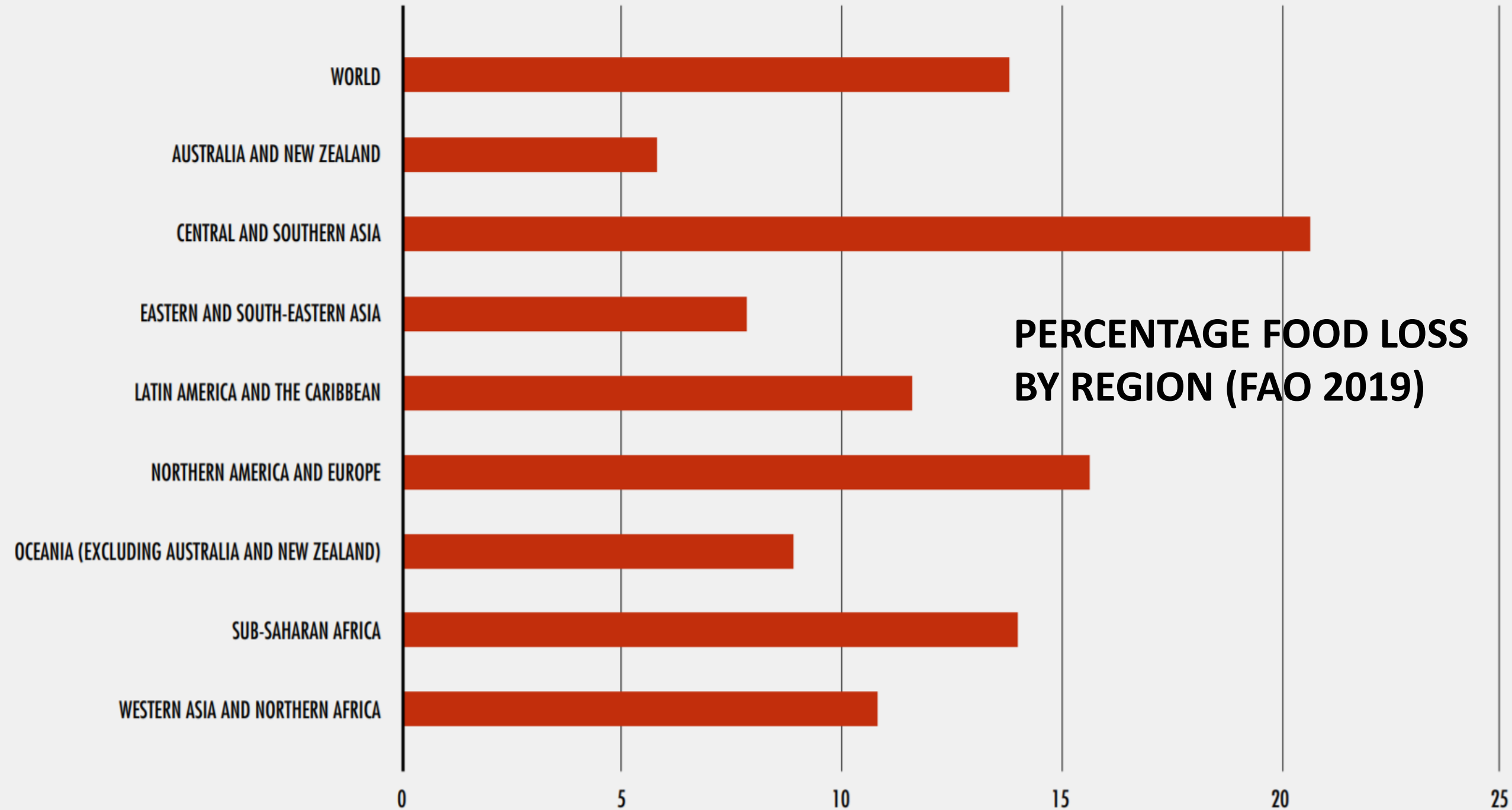


20 years ago

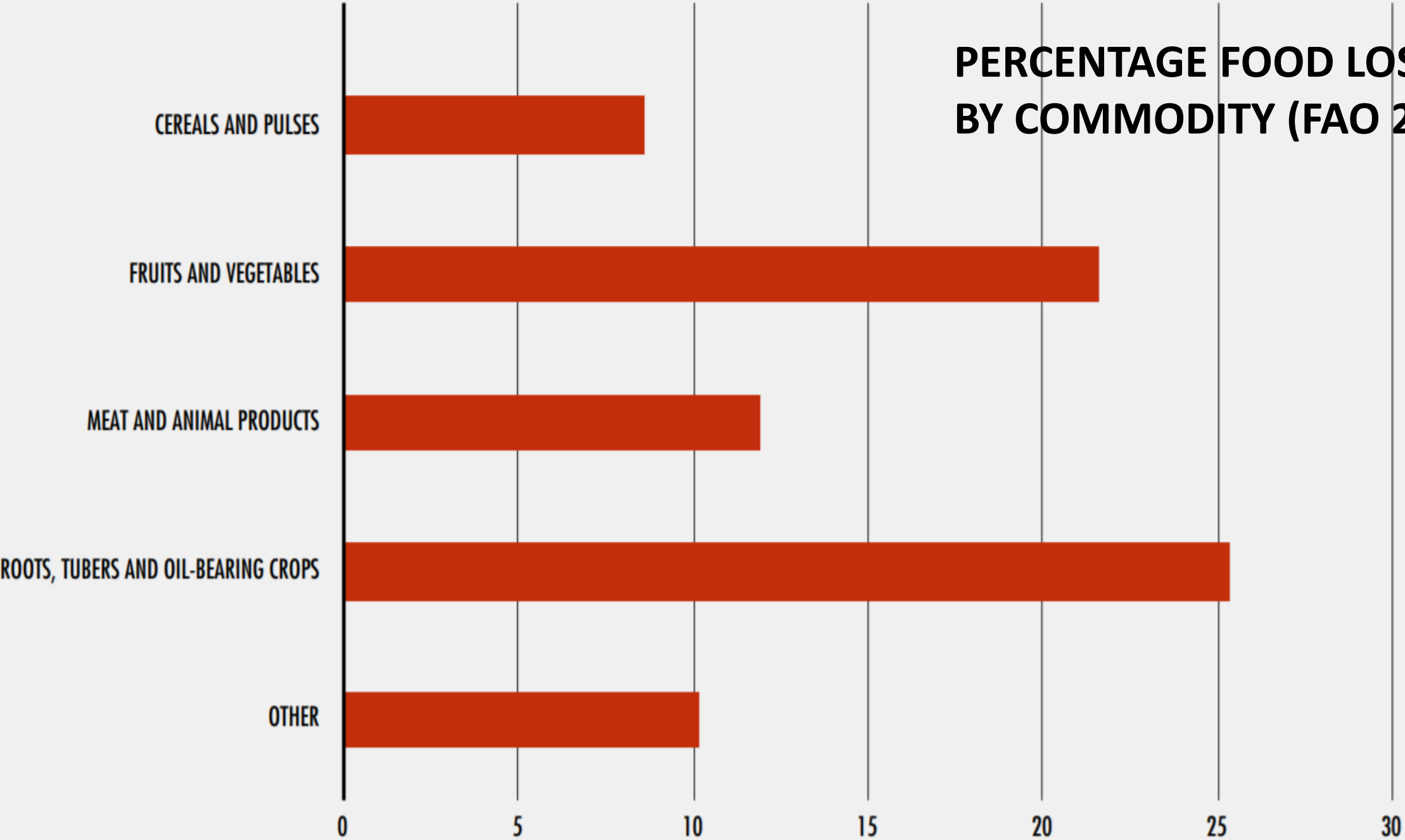


2012

**PERCENTAGE FOOD LOSS
BY REGION (FAO 2019)**



**PERCENTAGE FOOD LOSS
BY COMMODITY (FAO 2019)**



HOW OUR FASHION CHOICES ARE CHANGING CONSUMER ADDICTIONS



BRANDS



YOU



LOCAL

LOCAL PRODUCTION

Minimize your carbon footprint!



MINIMALISM

MINIMALISM

Having as little as possible = less consumption.



**ORGANIC
COTTON**

ORGANIC COTTON

Saves us from pesticides. Is better for the health and land of the farmers, and also protects wildlife.



SWAP

CLOTHING SWAP

Probably the most sustainable solution



SLOW

SLOW FASHION

Environmentally friendly by producing fewer new items.



SECOND HAND

SECOND HAND

Another super sustainable solution because the pieces already exist, so you are saving the entire negative impact of production.



FAIR

FAIR FASHION

Ensuring fair wages supports education and directly improves worker's quality of life.



VEGAN

VEGAN

Environmentally friendly because it reduces the negative environmental impact caused by animals. Innovative materials like pinatex, lenzing, tencel, cork, seacell, mycoworks (mushroom skin) and brands that use recycled materials.

KNOWING THE CONSEQUENCES OF YOUR CHOICES



WHAT CAUSES OUR CHOICES

EXTERNAL

accessibility, availability and affordability — what products are available where you live, and whether we can afford them...

INTERNAL

motivations, our preferences and needs, which are in turn determined by many influences

Commercial communication What others around us do

90 % to 95 % of the choices we make in a store are determined by impulse, emotions and habit

We mainly buy what we know

ONLY A SMALL PERCENTAGE OF OUR PURCHASES ARE MADE BASED ON A COGNITIVE DECISION.



HOW OUR CHOICES ARE CHANGING

POLICIES – communications about products

ON LINE SHOPPING

We can now order more or less whatever is available on the global market, and expect it to be delivered to us. These developments have naturally changed consumer behaviour.

TECHNOLOGICAL DEVELOPMENTS

SAVINGS

There is less self-regulation



CONSUMER ADDICTION IS REAL

