

Checkpoint Future: Consumption

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Introduction and Concept design

The consumer has to be considered as a relevant stakeholder within the interplay of society, politics, business and science -the last three considered as systems to be able to influence. Following a theory of Vester (2000), an interlinked system should be confronted with the capability of their stakeholder to think and act in interlinked way in order to create a more sustainable consumption behavior.

The module “checkpoint future: consumption” intends to highlight certain interrelations between every day-consumption and resource usage for educational purposes. The consideration concerns the improvement of resource productivity in services based on an interaction between technical and social innovations. The fields of nutrition and housing are identified as most resource intensive and therefore necessary to concentrate on.

The concept in detail

The idea is to use a module, which helps to bring up the topic of daily consumption and its ecological and social impacts in front of a wide public. The motto behind the concept is simply: „From knowledge to action”.

The components are outlined as following:

1. Background information on consumption:

First information on the subject consumption in general as well as sustainable consumption in specific from different perspectives are presented. Descriptions of driving forces concerning sustainable consumption, lists of data and facts, illustrations of the consumer’s ecological impact are included. Further more the first component works on identifying political conditions and developments – on a national and international level. There are relevant instruments for the assessment of sustainable consumption as well as instruments to measure and evaluate it, presented.

2. Material:

Different instruments such as the ecological footprint (www.myfootprint.org), household-check, COMPASS (<http://www.sustainability-compass.net>) and social clusters (www.sociovision.de), the campaign “We are what we do” (www.wearewhatwedo.org) as well as ten priority fields of action are presented in that module. The respective materials are structured as following: a brief introduction, following the description of one or more activities including practical advise for action planning.

A guide for sustainable consumption as well as an instrument to assess the specific consumption profile of individuals are in development.