

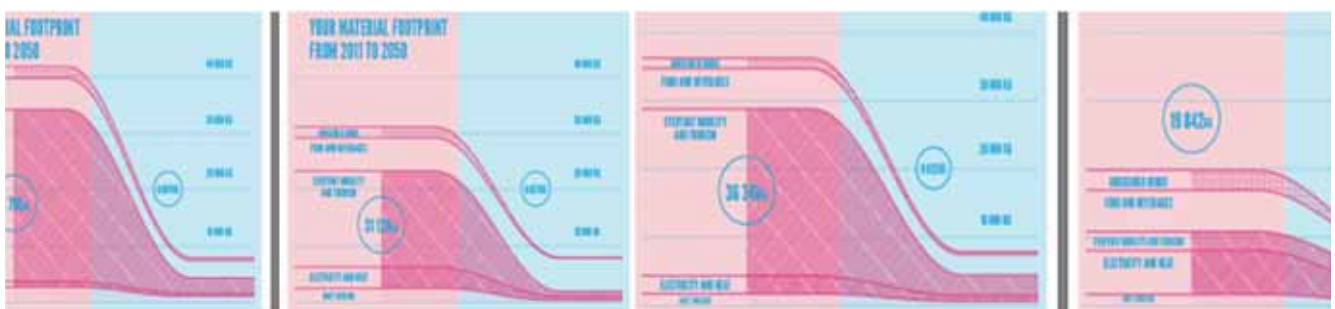
Households 2050

8 tonnes lifestyles

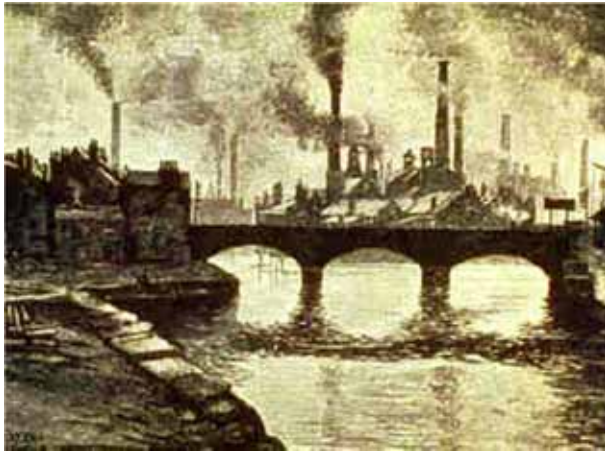
Michael Lettenmeier
Research Group SCP
Wuppertal Institute

Sustainable Innovation Conference
Bonn, 29th October 2012

How to get household consumption to a sustainable level?



One of the biggest lifestyle changes we know



HOUSEHOLDS 2050

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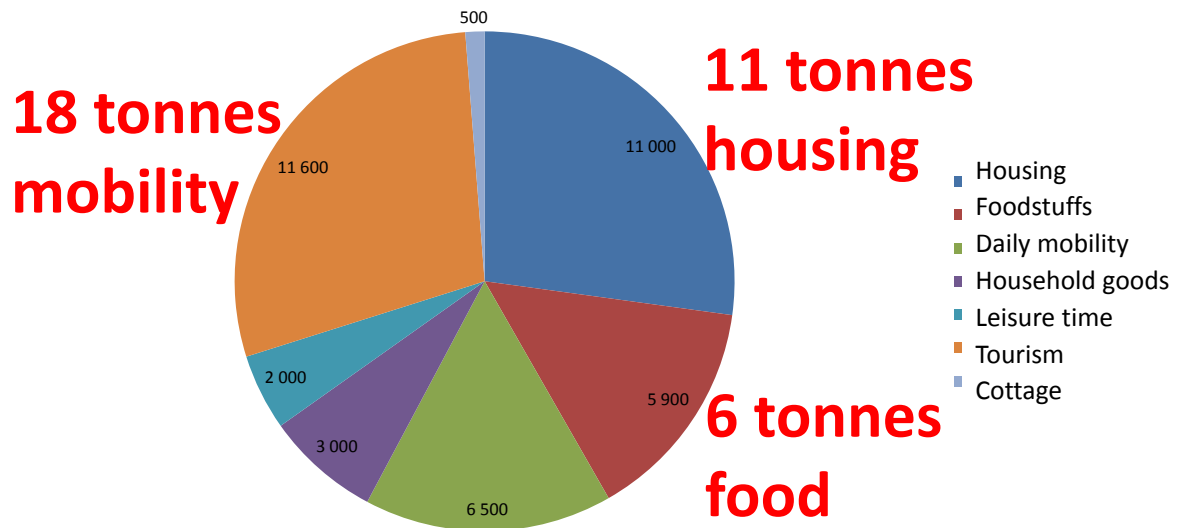
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**Material Footprint:
The invisible burden our products are carrying**

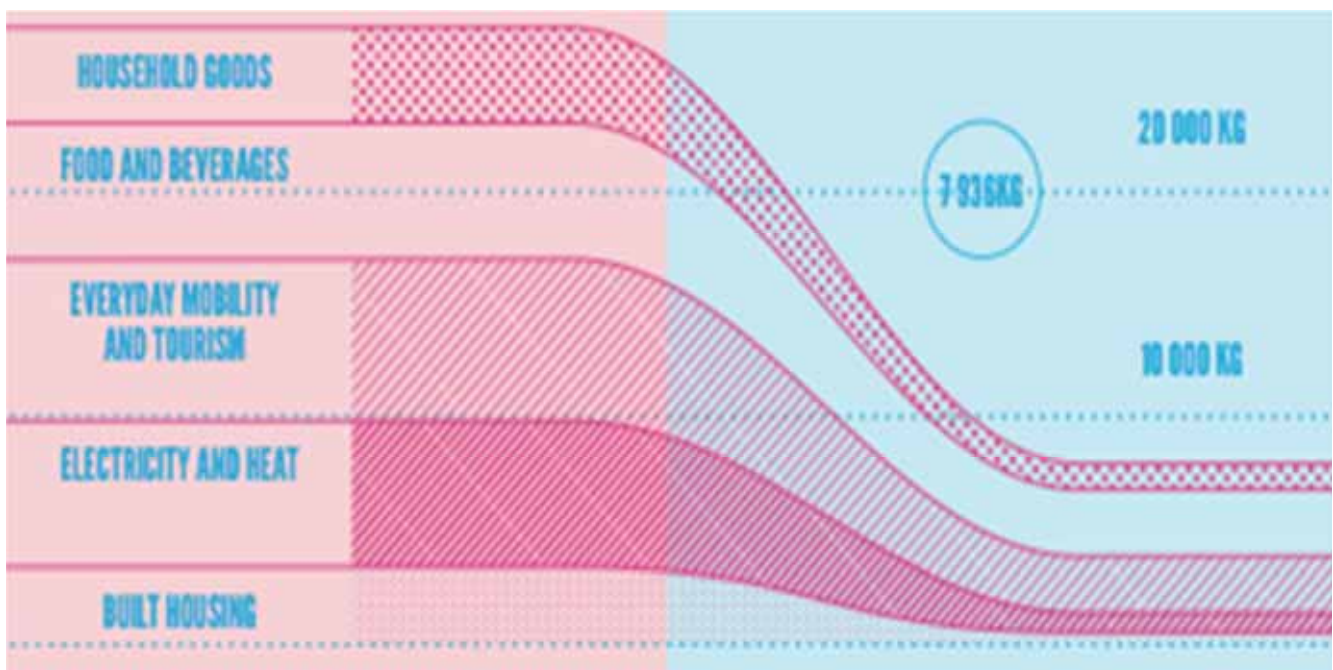


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Material footprint today: 40 tonnes per person in a year



The challenge: from 40 to 8 tonnes



Food: from 6 to 3 tonnes



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Food: from 6 to 3 tonnes



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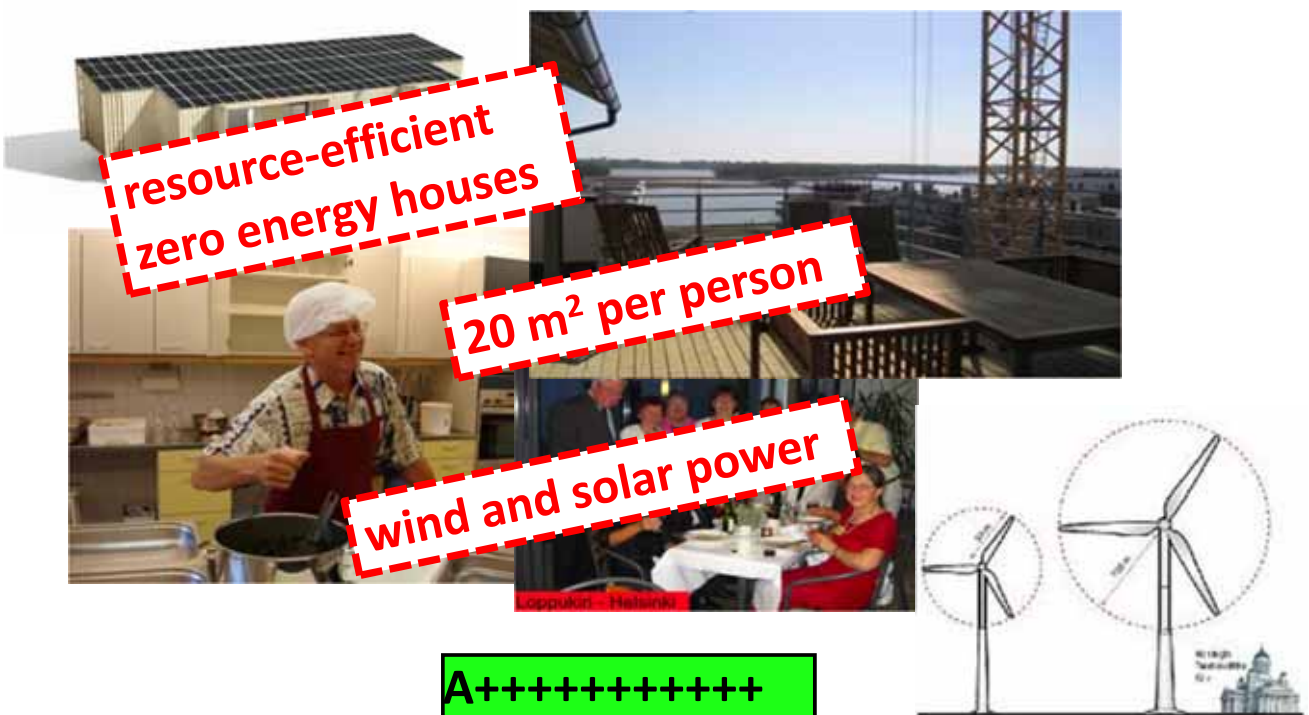
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Housing: from 11 to 1.6 tonnes



Housing: from 11 to 1.6 tonnes



Mobility: from 18 to 2 tonnes



Mobility: from 18 to 2 tonnes



Sustainable innovation?

Anything that helps meeting the 8 tonnes.

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You name it!



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Thank you!



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