

Political Economy of Sustainable Consumption

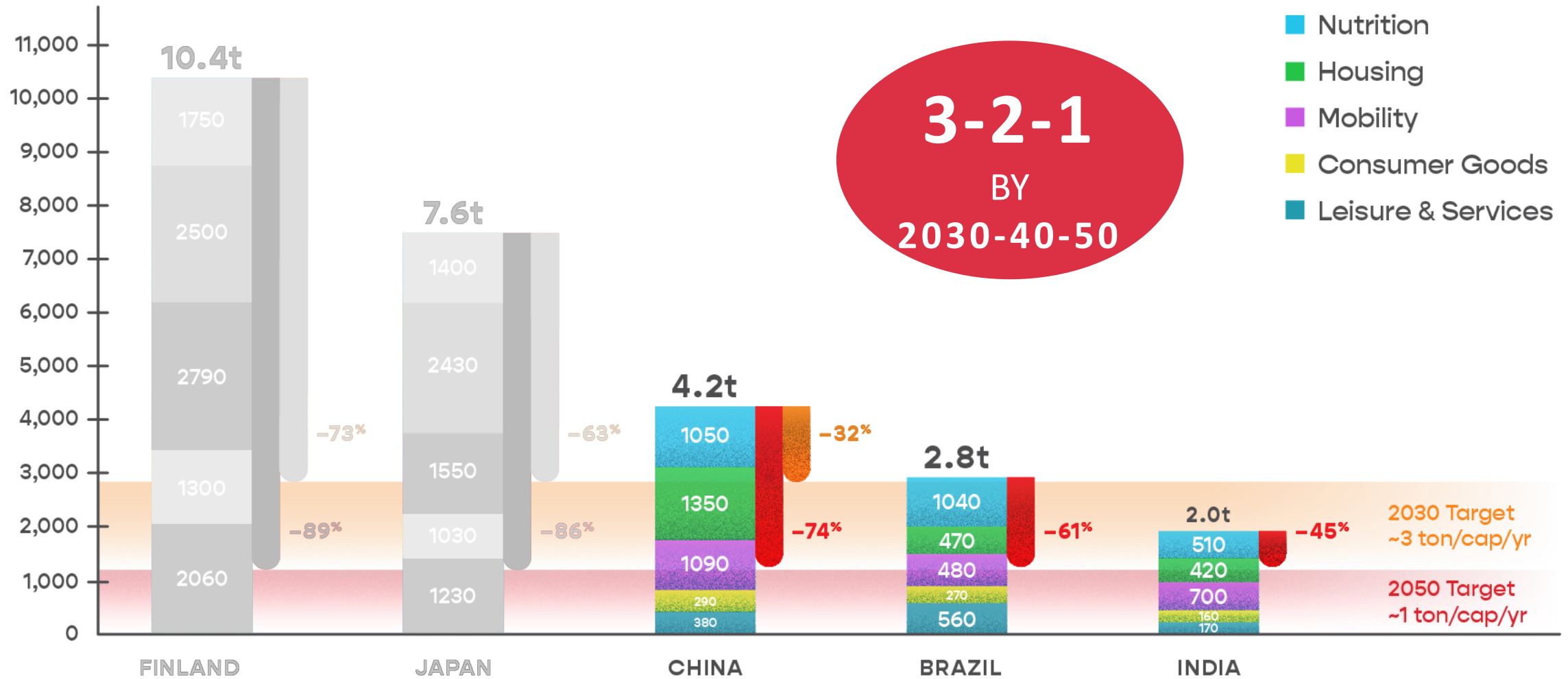
EU Green Week 2020

Lewis Akenji
Executive Director

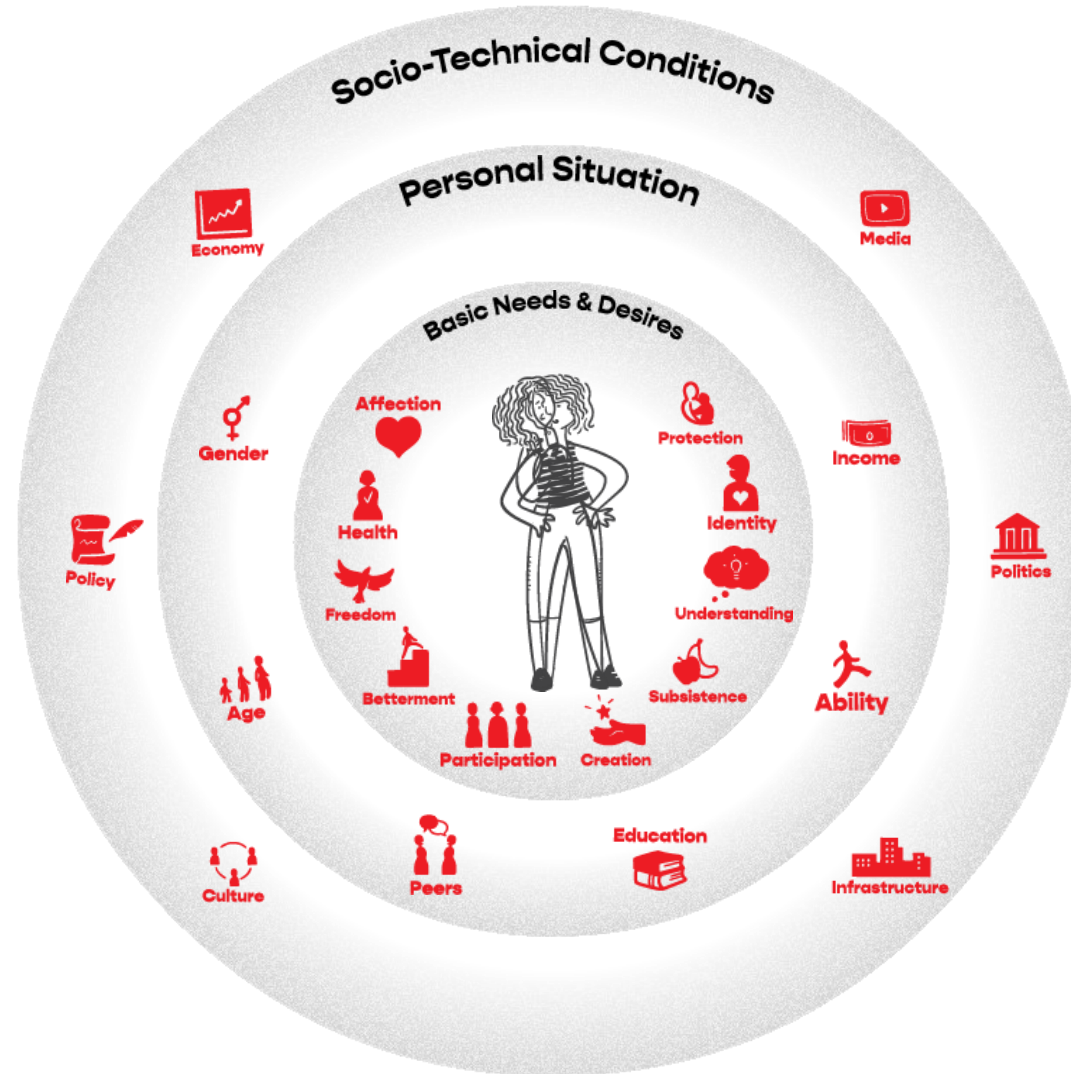


Footprint Gap

Current and Target Per-Capita Lifestyle Carbon Footprint (for 1.5° limit)



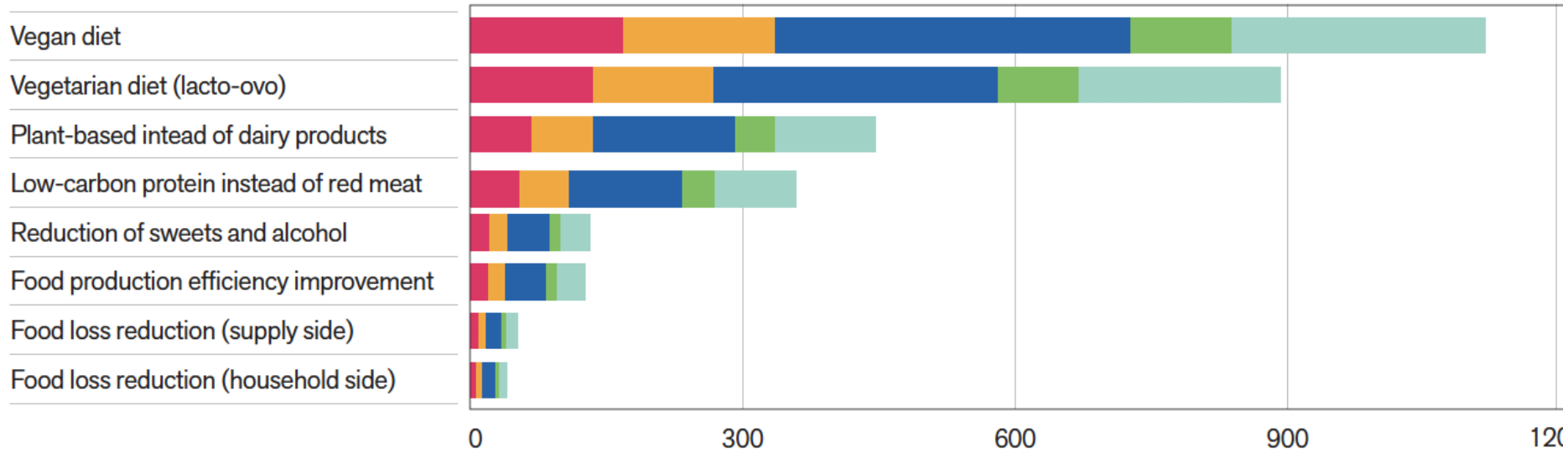
Layers of
influence....



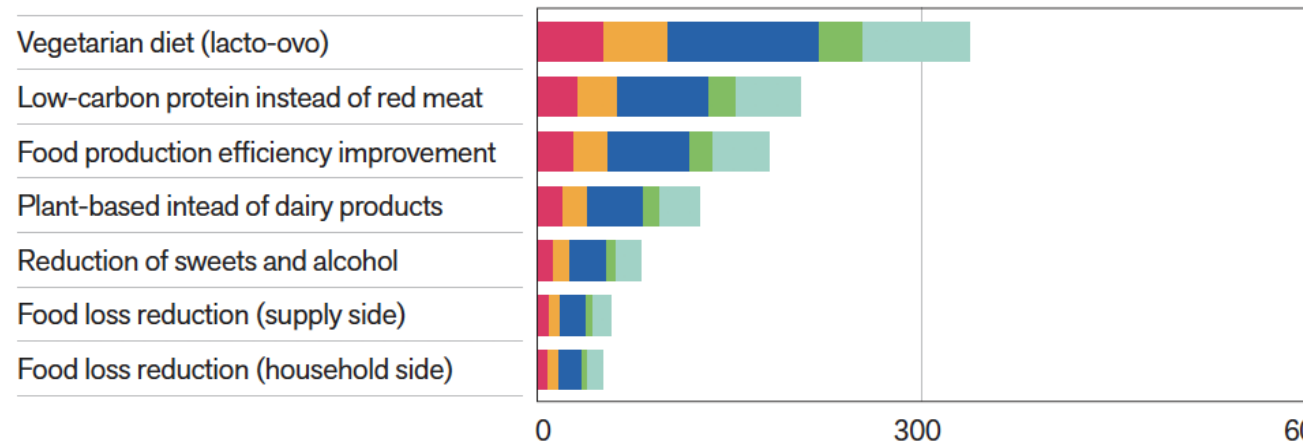
...within and
beyond individual
control

Estimated Impacts of Low-Carbon Options: Nutrition Finland and Japan

a) Nutrition, Finland



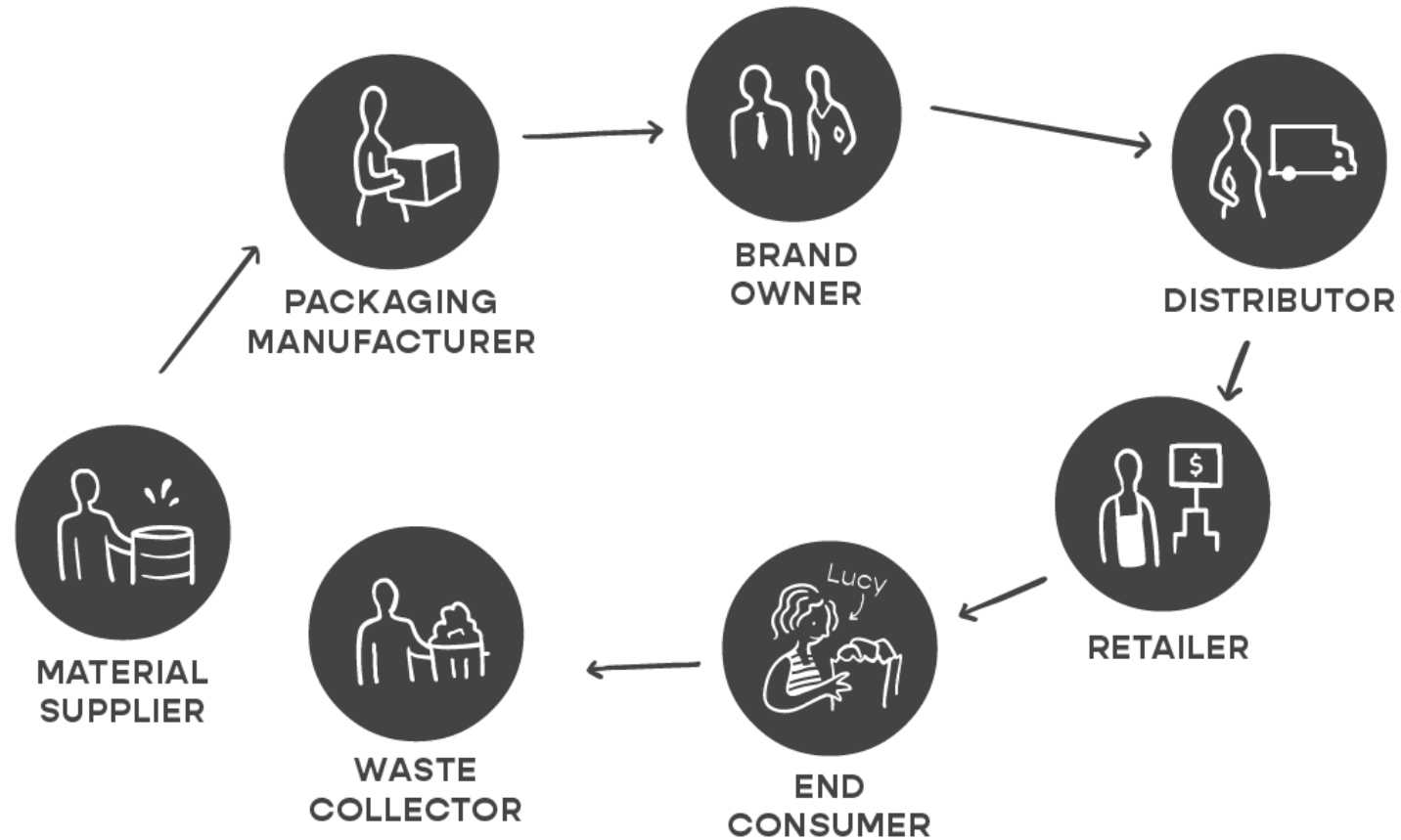
a) Nutrition, Japan



***Partial adoption impacts =
full implementation impacts
x adoption rate***

Estimated per-capita carbon footprint reduction impacts (kgCO₂e/capita/year)

Material flows



Life-cycle analysis helps identify environmental hotspots

Simplified Plastic Packaging Supply Chain Stakeholders

Power flows



The In-Power Model

What if they were complemented by **power hotspot** analysis...

...and the focus on the change agent became the actor with the most power – the **lead actor**

Addressing lifestyles beyond individualism

- Understand and target power hotspots
 - Who wields influence in the system?
- Develop efficient systems of provisioning
 - What channels provide our needs?
- Institutions: laws/policies, education, health, religion,
 - What permits our values, social norms and practices?
- Review business licensing
 - Under what conditions do we permit businesses to operate for society?
- Audit everyday living infrastructure
 - Lock-in or future proof?

Thank you!



SEED FOUNDING PARTNERS



SEED HOSTING PARTNER



SEED PARTNERS

