

# Political Economy of Sustainable Consumption

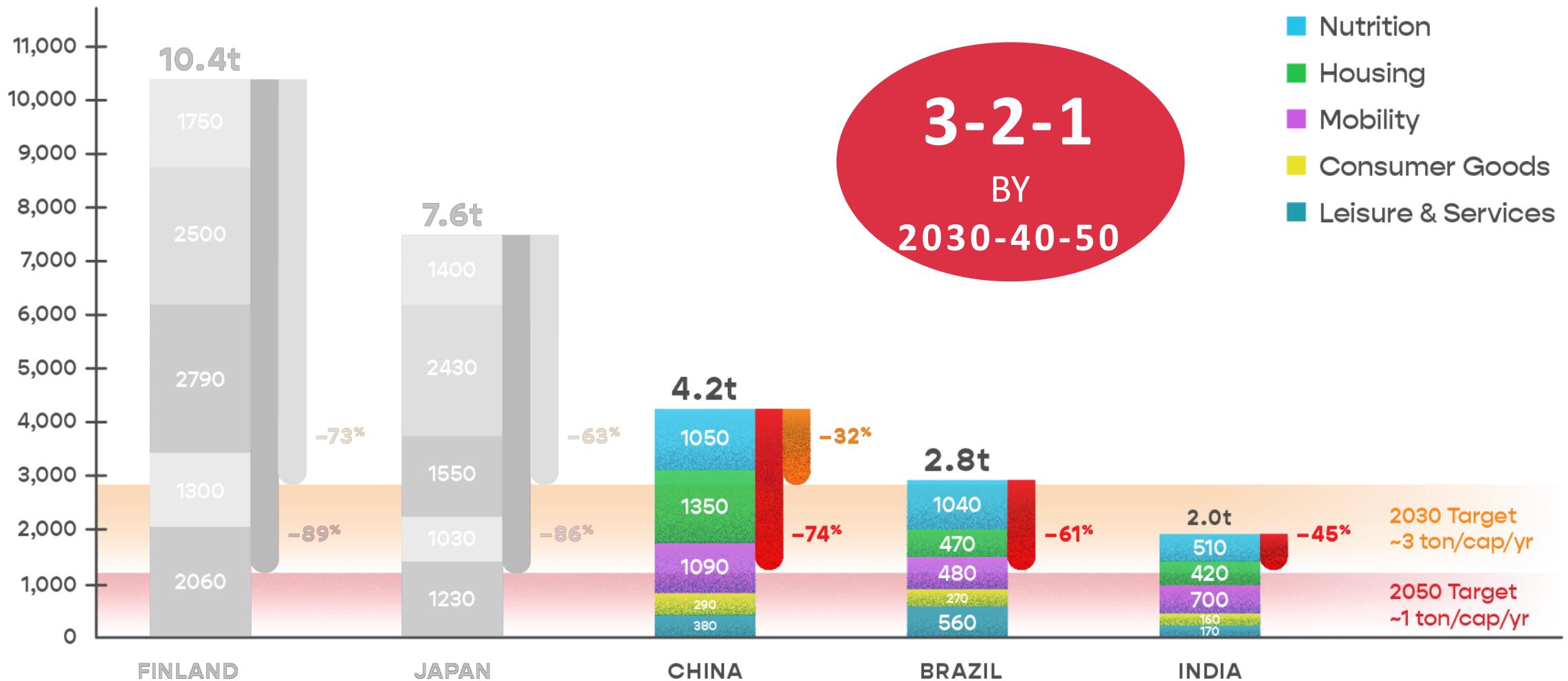
*EU Green Week 2020*

Lewis Akenji  
Executive Director

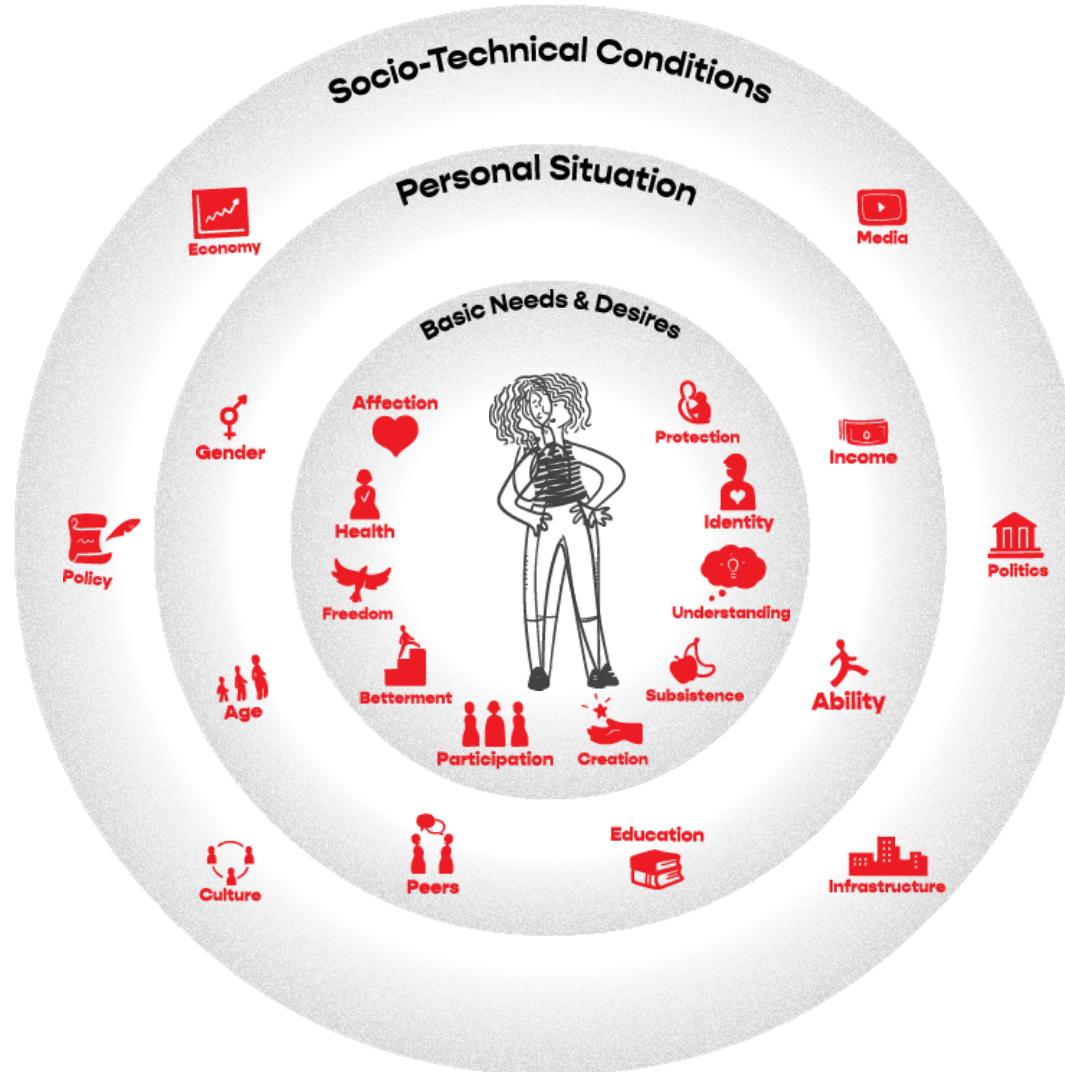


# Footprint Gap

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



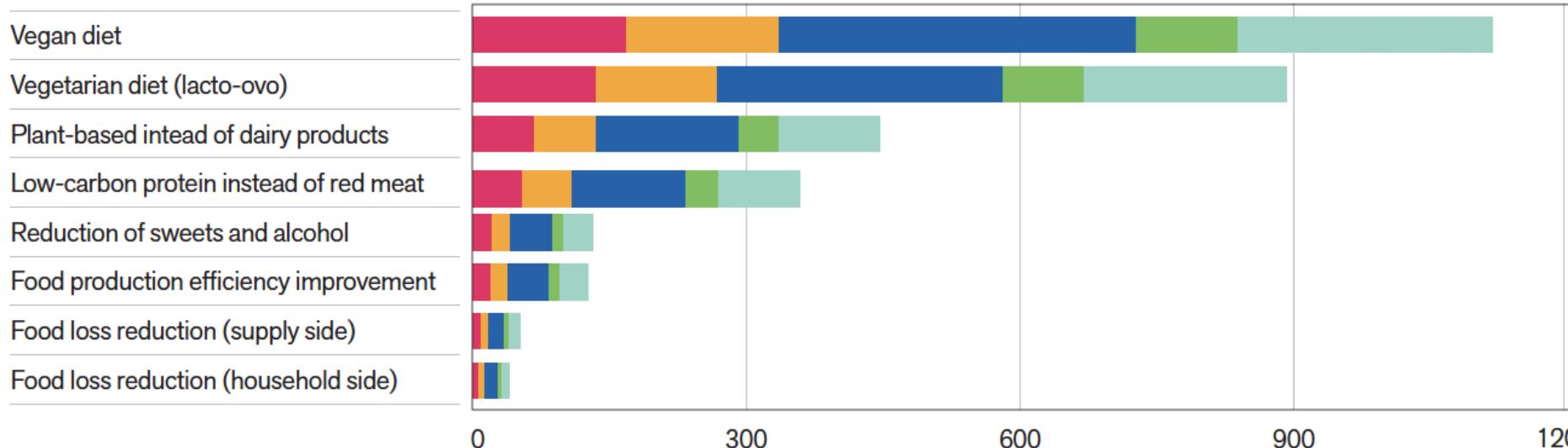
Layers of influence....



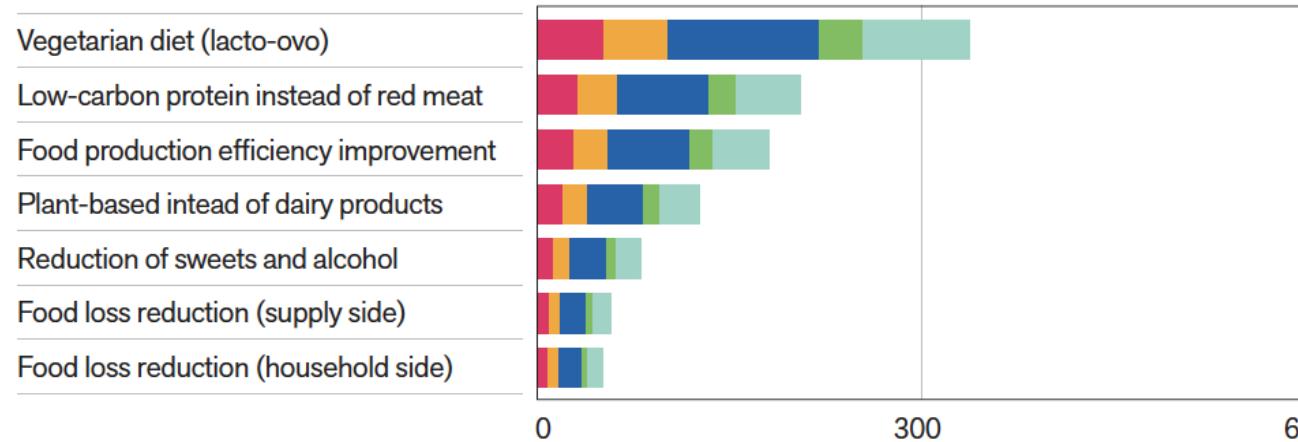
...within and  
beyond individual  
control

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

## a) Nutrition, Finland



## a) Nutrition, Japan

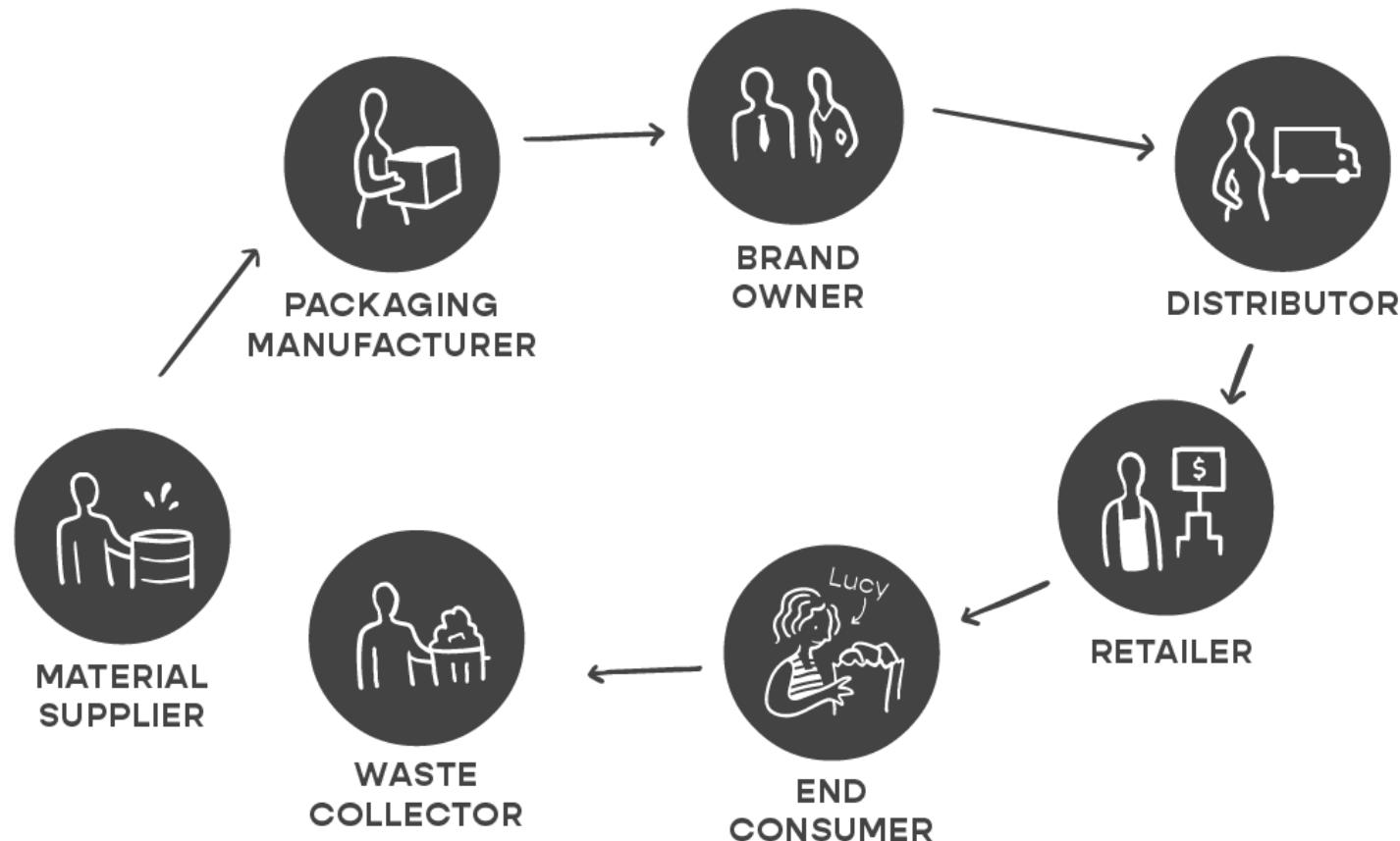


**Partial adoption impacts =  
full implementation impacts  
x adoption rate**

Estimated per-capita carbon footprint reduction impacts (kgCO<sub>2</sub>e/capita/year)

● 15% adoption rate   ● 30% adoption rate   ● 65% adoption rate (2S target)   ● 75% adoption rate (1.5D target)   ● 100% adoption rate

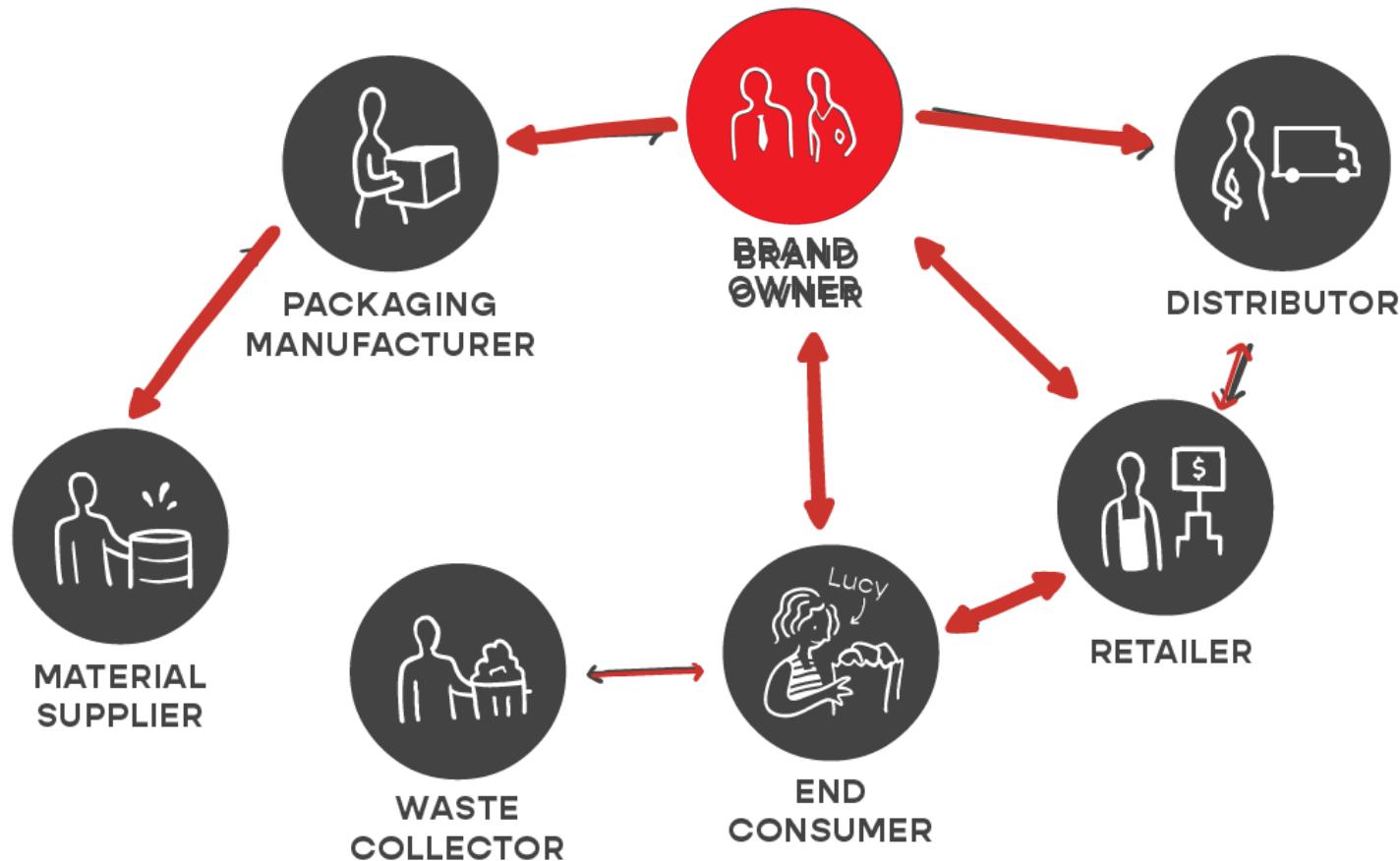
# Material flows



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!



@LewisAkenji



SEED FOUNDING PARTNERS



SEED HOSTING PARTNER



SEED PARTNERS

