

Sustainable consumption... SCORAI workshop... relevance to Central and Eastern Europe...

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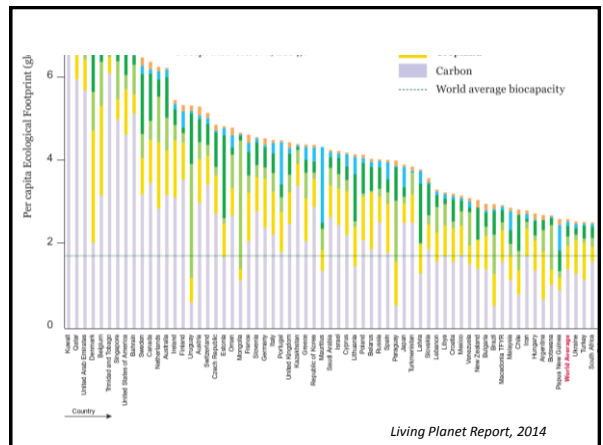


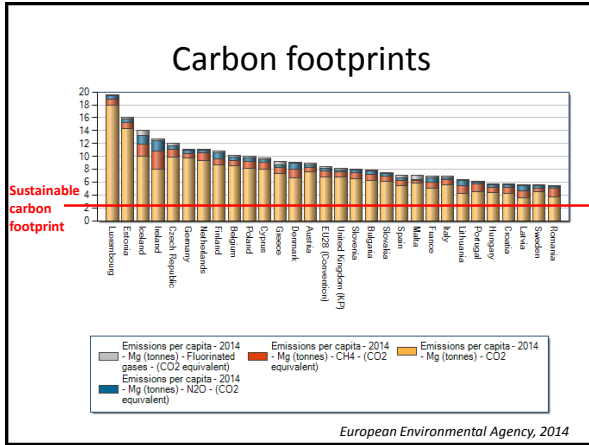
Some misconceptions...

- People in CEE often think that
 - they are 'less green' than Western Europeans
 - their environmental impact is higher than Western Europeans'
 - they are somehow 'backward' and have to catch up with Western Europeans in sustainable consumption as well as in other areas

But...!

- This is often not the case.
- Great diversity within CEE, as exemplified, e.g. by the ecological and carbon footprint data:





Debunking the myth of...

- „... the environmentalist being a wealthy westerner...”
(Daniela Dolenec, plenary contribution)
- (1) too poor to consume sustainably?
- (2) finding unusual suspects
– anyone can lead a sustainable lifestyle
- (3) carrier in sustainable lifestyles

So, in CEE:

Need for:

- broad societal dialogue...
- easy-to-understand language...
- new associations:
 - Sustainable lifestyles = community, fun, creativity, responsibility for the Earth and future generations, etc.
- rewarding sustainable lifestyles...
 - set as good example to be followed
 - awards, prizes
 - emphasis on the ‘good life’ – the role of groups
 - e.g. changing in groups, community events

Rewarding / awarding: not difficult!

People presenting their own examples to others

Alternative awarding schemes are needed, too

Providing cakes and good food are forms rewarding

Degrowth/sustainable lifestyle can be convivial

Social justice in a constrained world...

- Hope?
 - Visions created by European people in 30 countries
- Do these vision include 'social justice' and 'environmental limits / planetary boundaries'?
 - Social justice is often mentioned
 - Limits a lot less often (in 6 out of 180 visions)
- Need for more 'limits' talk?



THANK YOU!

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