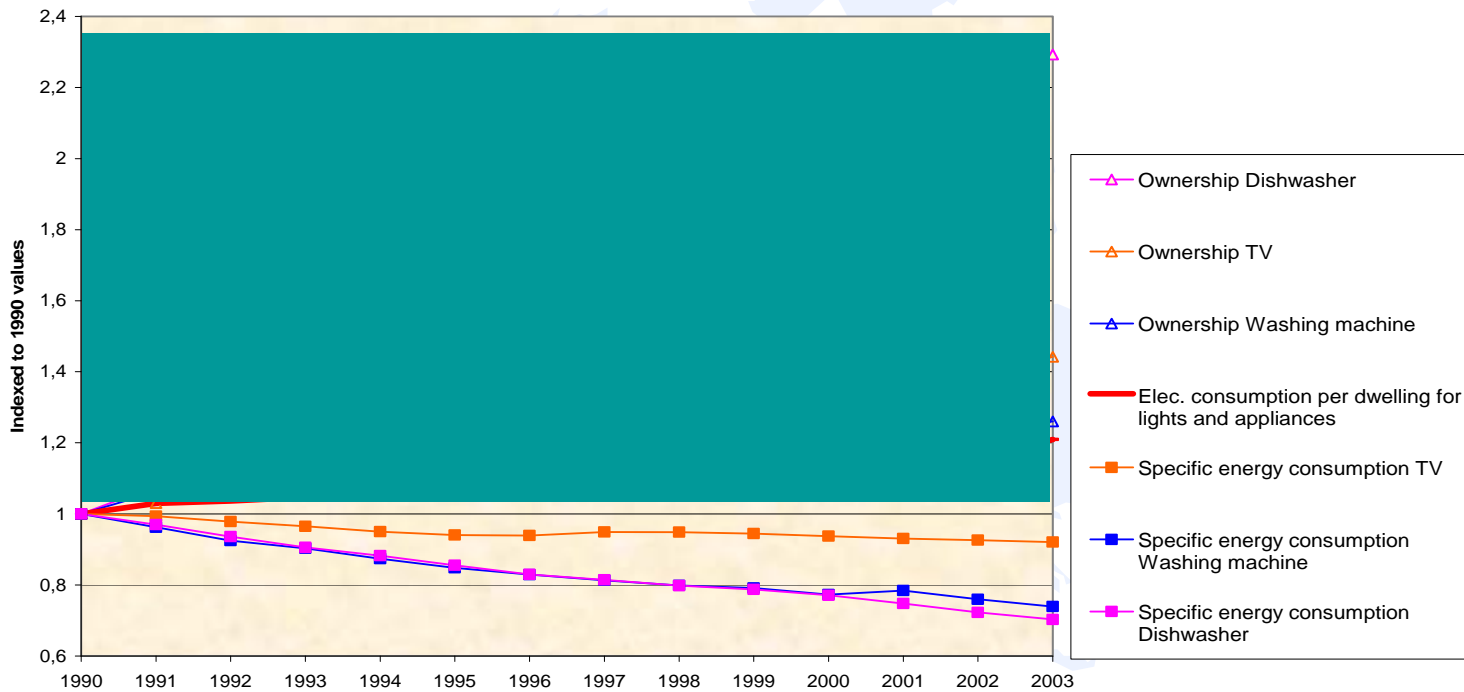




Sustainable Lifestyles – Remarks from a European Perspective

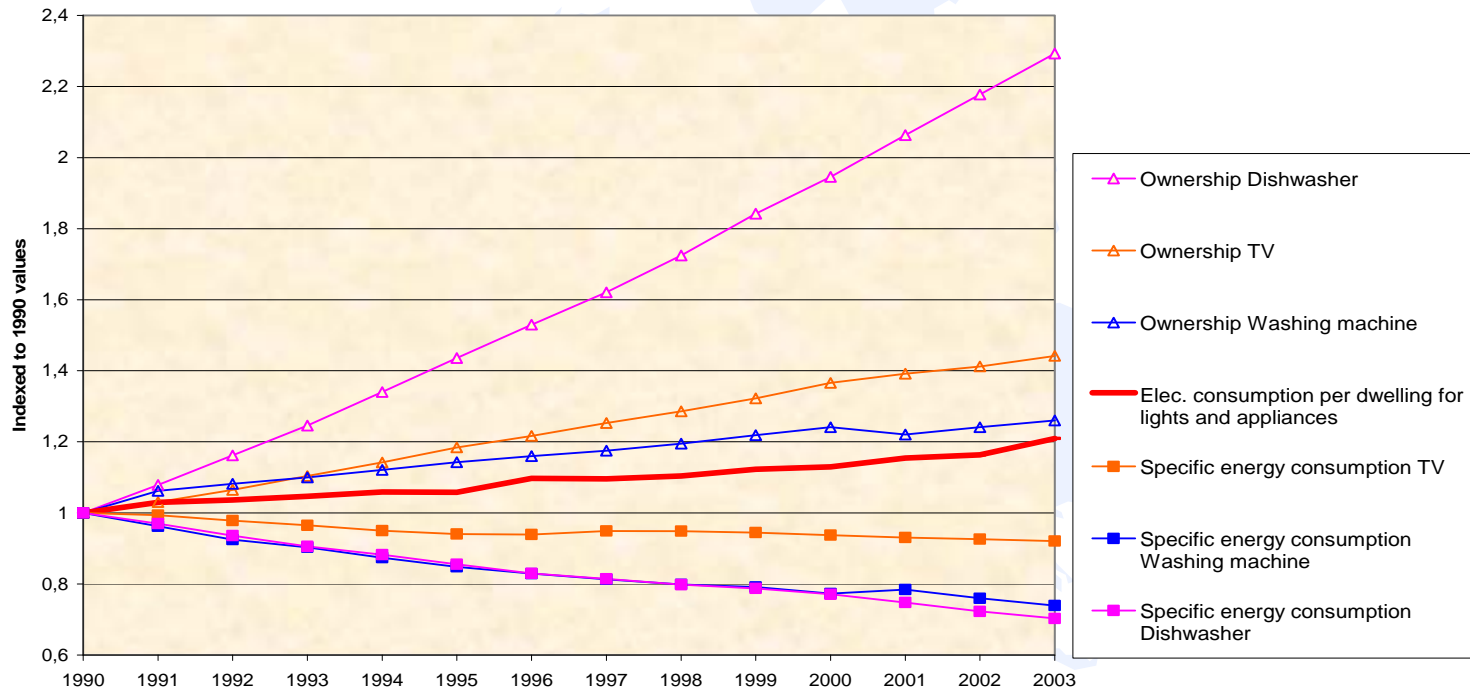
Sylvia Lorek
sylvia.lorek@seri.de
www.seri.at/consumption

Progress made in efficiency of appliances



European Environmental Agency 2006

Progress made in efficiency of appliances overcompensated by increase of ownership



European Environmental Agency 2006

Concentrate on the relevant!

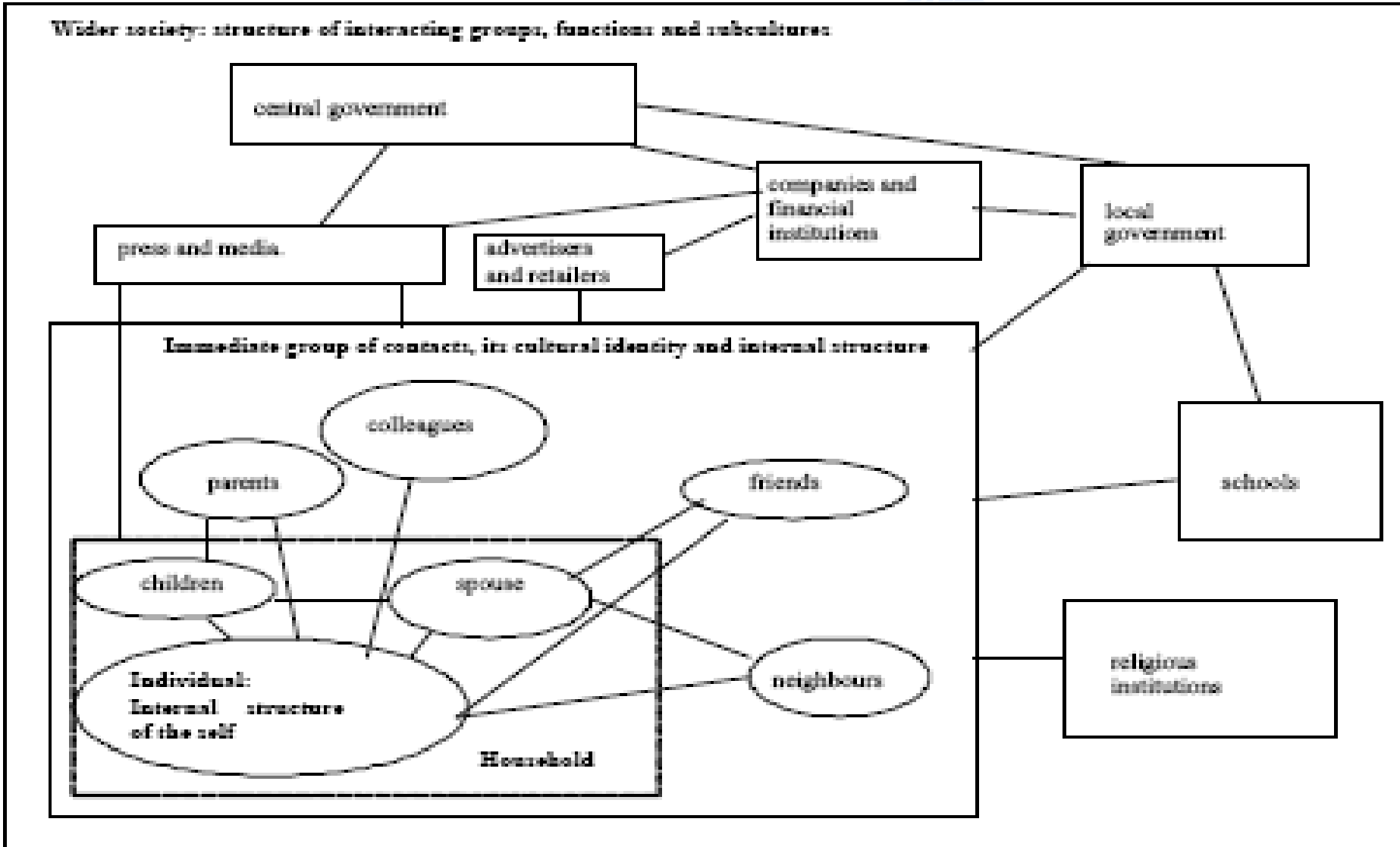
Products with high impact on climate change

- eating and drinking places
- meat packing plants
- heating equipment
- poultry slaughtering and processing
- new residential buildings
- sausages and other prepared meat products
- motor vehicles and passenger car
- fluid milk
- household laundry
- cheese

Most important consumption areas

- Buildings/housing
- Food
- Mobility

Influences framing consumption



Use all available instruments to make a change

Ecological fiscal reform

→ set the prices right

Corporate responsibility and accountability

→ make production transparent

Clean and eco-effective production

→ make right products available

Information and public participation

→ trust building for consumption decisions

Education for sustainable consumption

→ enable to reflect consumption



**Sustainable Consumption and Production is in the
heart of sustainable development**

**Only if we manage to look for solutions beyond
efficiency and sustainable products but in the
context of sustainable lifestyle and livelihood
there is a chance to meet the goal**