



# SUSTAINABLE CONSUMPTION: WHY SHOULD EUROPE CARE? (draft EEA report)



***Homo  
gastronomicus***

***Homo  
domesticus***

***Homo  
mobilis***

***Homo  
touristicus***

**European Consumer Day, 15 March 2005, Brussels**

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# Three points

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1. Why should Europe care about sustainable consumption?
2. The environmental burden is increasing because European consumption growth outweighs efficiency gains. Especially for
  - Food consumption ("*Homo gastronomicus*")
  - Consumption of housing activities ("*Homo domesticus*")
  - Personal travel ("*Homo mobilis*")
  - Tourism ("*Homo touristicus*")
3. How to bend the trend: Joint responsibility of public authorities, business and consumers

# Point 1. Sustainable consumption – Europe should care because:

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- Our consumption patterns are becoming increasingly unsustainable – at high financial, social and environmental costs
- The environmental burden is growing. Mainly from consumption in Europe and production outside Europe
- We have a global responsibility not to destroy other regions of the world
- We have a global commitment to leadership on sustainable consumption policies

## Point 2. European consumption growth outweighs efficiency gains



Food consumption  
*"Homo gastronomicus"*



- Large burden from production and transportation



- Direct burden is less



Housing  
*"Homo domesticus"*



- Growing burden from electronic appliances



- Less water use



Personal travel  
*"Homo mobilis"*



- Increased CO2 emissions from car and air travel



- Progress with air pollution



Tourism  
*"Homo touristicus"*



- Rapid tourism growth
- Burden from travel and at destinations

## Point 3. How to bend the trend

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### **Sophisticated policy approach to change habits**

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|-----------------------------------|---|
| Public authorities                | <ul style="list-style-type: none"><li>● Enable sustainable consumption: Policy mix: Laws, taxes, labelling etc.</li></ul>   |
| Business (combine profits and SD) | <ul style="list-style-type: none"><li>● Produce same goods more sustainably</li><li>● Supply different products and services</li><li>● Corporate social responsibility</li><li>● Purchase sustainable goods</li></ul> |
| Consumers (awareness)             | <ul style="list-style-type: none"><li>● Buy less and sustainable goods</li><li>● Use fewer and sustainable resources</li><li>● Generate less waste and sort it</li></ul>  |