

Women and consumption

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- Our consumption has negative impact on the environment
- The link between a product and its origin is often lost.
- Men may rule in politics and business but women play an important role as consumers.

Palm oil

- Used in food, soaps and cosmetics
- Only soyoil is more popular
- Not particularly healthy
- Not listed on foodpackage yet
- Hidden environmental cost

Palm oil

- App. 85% of palm oil is grown on industrial plantations in Indonesia, Malaysia and Papua New Guinea (PNG).
- In the years 1985-2000 new palm oil plantations in Malaysia were responsible for 87% of the deforestation.

Palm oil and CO₂

- Palm oil production is responsible for 4% of the world's greenhouse gas emissions. Indonesia is third after USA and China.
- Biofuel disaster, 660 million tonnes of CO₂ released when swamps are drained and forests are cleared.

Threat to wildlife

- Deforestation threatens wildlife
- Orangutans only found in Borneo and Sumatra
- Only 30.000 orangutans left. 100 years ago they were app. 230.000

Food waste

- We throw away 1/3 of what is grown
- Waste occurs right after harvest, in stores, at restaurants and in homes
- Constant need for more land
- One third of the world's arable land is used for growing feed

The environmental cost of meat production

- Farm animals in Europe eat 36 million tonnes of soybeans and soymeal imported almost entirely from South America
- In USA livestock eats twice as much food as Americans themselves.

Meat

- It takes **2 kg** of cereals to produce 1 kg of chicken
- It takes **5 kg** of cereals to produce 1 kg of pork
- It takes **10 kg** of cereals to produce 1 kg of beef

Meat consumption pr. person

- USA 123 kg
- Japan 67 kg
- India 5 kg

Consumption world wide

- 1975 = 27 kg
- 2000 = 37 kg
- 2050 = 52 kg

Jeans and CSR

- Social and environmental test
- 15 brands tested, only 6 participated
- The cheapest jeans got the highest test score
- In textile production all kinds of chemicals are used (sandblasting, colouring)
- Workers rights violated



Cotton

- Covers 2,5% of the world's arable land
- Growing 1 kg of cotton fibres requires 7000 litres of water
- Cotton cultivation uses around 10% of all pesticides in the world.

Electronic waste

- 9 million tonnes in 2005 - estimated 12 million tonnes in 2050
- E-waste – fastest growing waste in EU
- Dangerous chemicals used in electronics
- E-waste is sent to poor countries
- 33% recycled in, EU 13% in the US

Women and consumption

- Women have influence on 83% of all shopping decisions
- 91% when buying a house and 94% when buying furniture
- Cars, electronics, tools, toys, financial service

What to do?

- Buy less stuff!
- Consider the environmental impact of every product we buy
- Use, re-use and recycle (clothes!)
- Use our consumer power to promote sustainable lifestyle
- Not using it isn't really an option anymore

References

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