

Consumption

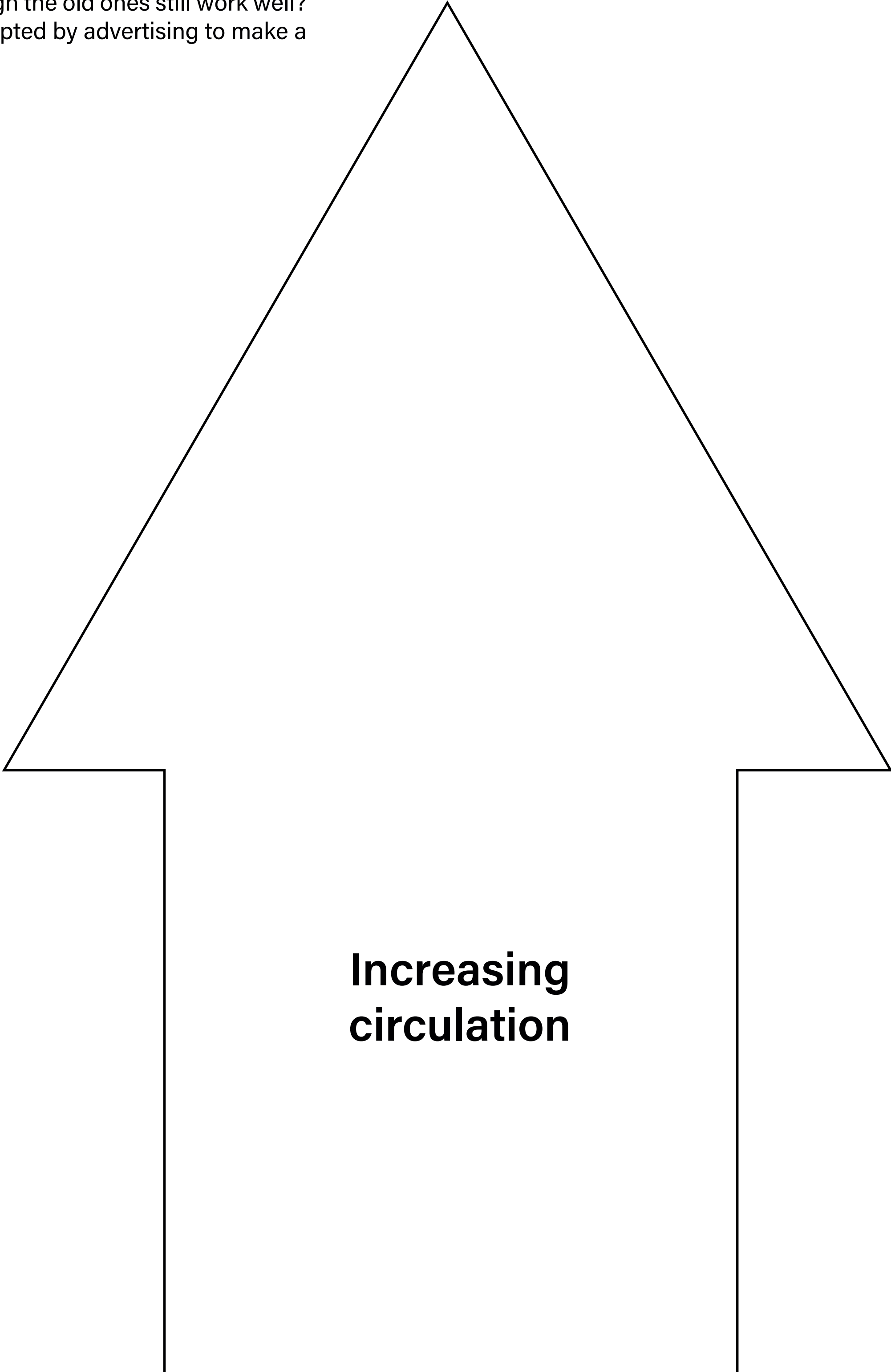
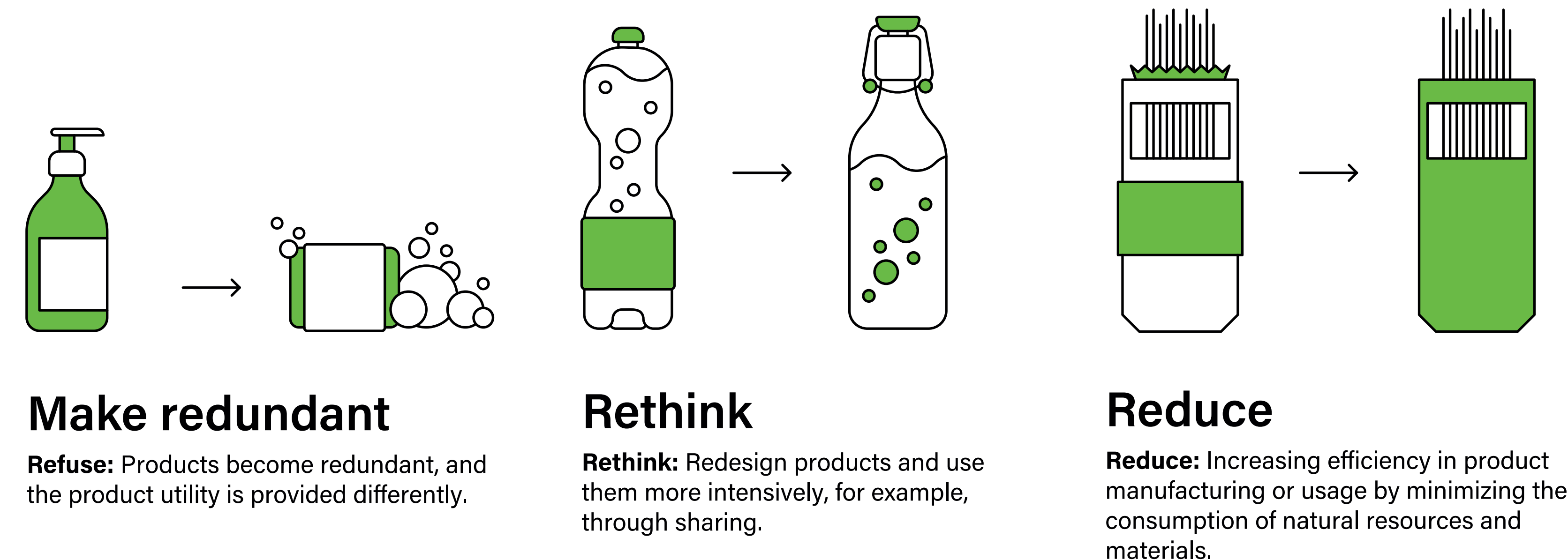
Let's rather save on emissions

By now, the mass of human-made products exceeds natural biomass worldwide.¹ To meet our demand for consumer goods, we need many resources, which in turn require significant energy to extract. Particularly for the digital² and green³ transitions, necessary raw materials, such as rare earths, involve the use of many chemicals during extraction – with negative consequences for the environment.⁴

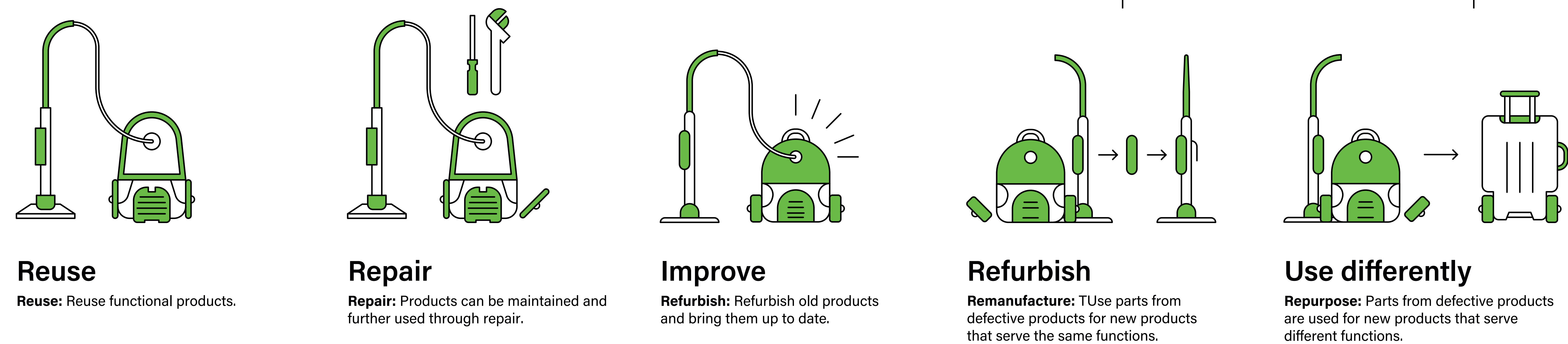
Around 22% of our CO₂ footprint is attributed to consumption.⁵ This includes various electronic devices, clothing, household items, as well as services we use during leisure time or vacations. The share of the fashion industry in global greenhouse gas emissions is estimated at 4% – more than aviation.⁶

For greater climate protection in this area, we can ask ourselves: How many things do we own that we truly need and use regularly? How often do we buy new things even though the old ones still work well? How often are we tempted by advertising to make a purchase?

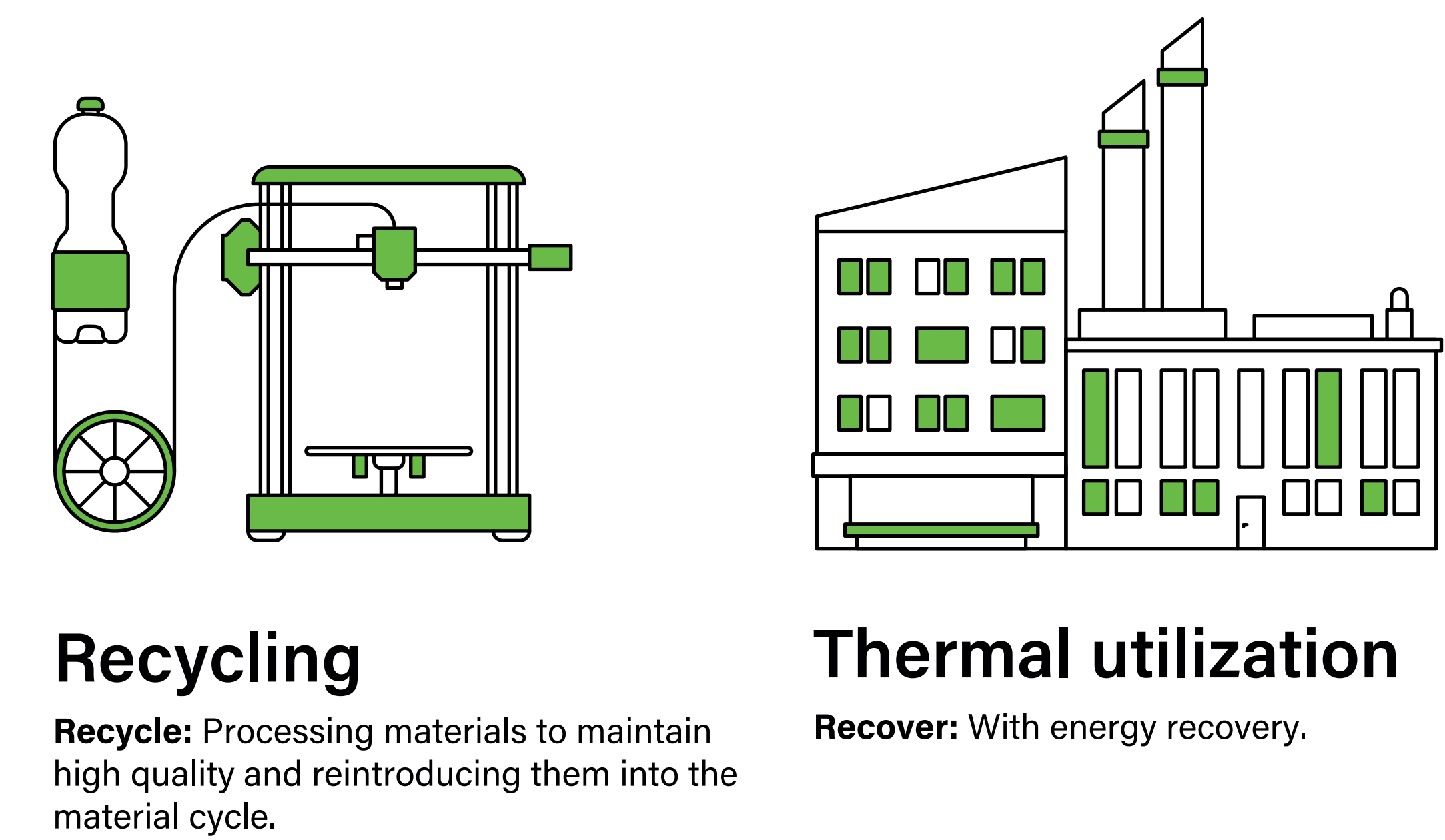
Intelligent use and manufacturing



Extended lifespan



Recycle



Pic. 1

Am I even allowed to treat myself anymore?

The harmful impact of our consumption on the climate depends on income: higher earnings enable more consumption, which leads to higher greenhouse gas emissions.⁷ Some emission-intensive purchases are expensive and therefore not affordable for everyone, such as a single-family house or a flight on a private jet. However, even people with low incomes can lead an emission-intensive lifestyle, for example, through low-cost flight offers.

It is important that everyone can treat themselves. Equally necessary, however, is a sustainable lifestyle within planetary boundaries to achieve climate and sustainability goals. According to the polluter-pays principle, those who contribute more to the climate crisis through higher greenhouse gas emissions should also make greater efforts to reduce their emissions and minimize their negative impacts.⁸

¹ vgl. Elcham et al., 2020, S. 442ff.
² vgl. Aguilón-Hernández et al., 2022, S. 10ff.
³ vgl. IFA, 2022, S. 45.
⁴ vgl. Fujita et al., 2022, S. 289f.

⁵ vgl. mein-fussabdruck.at, 2023.
⁶ vgl. McKinsey, 2020, S. 3ff.
⁷ vgl. Essler-Schiller et al., 2022, S. 3f.
⁸ vgl. Meyer & Steininger, 2017, S. 10ff.

Pic. 1: Eigene Darstellung basierend auf BMK, 2022c, S. 15