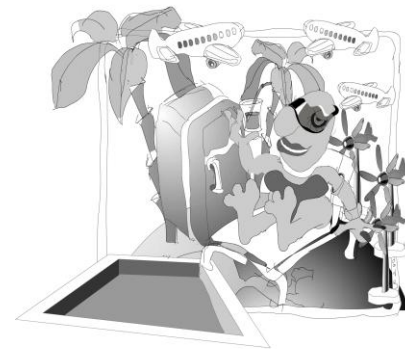
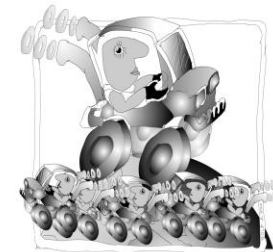
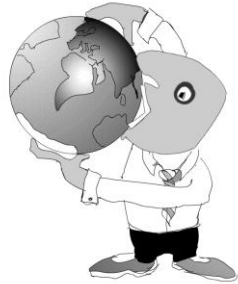


Sustainable consumption: European trends & perspective



ESDN Conference, Paris, 30 June 2008

Presentation by Ronan Uhel, European Environment Agency (EEA)



**Achieving sustainable
consumption and
production
is not rocket science...**

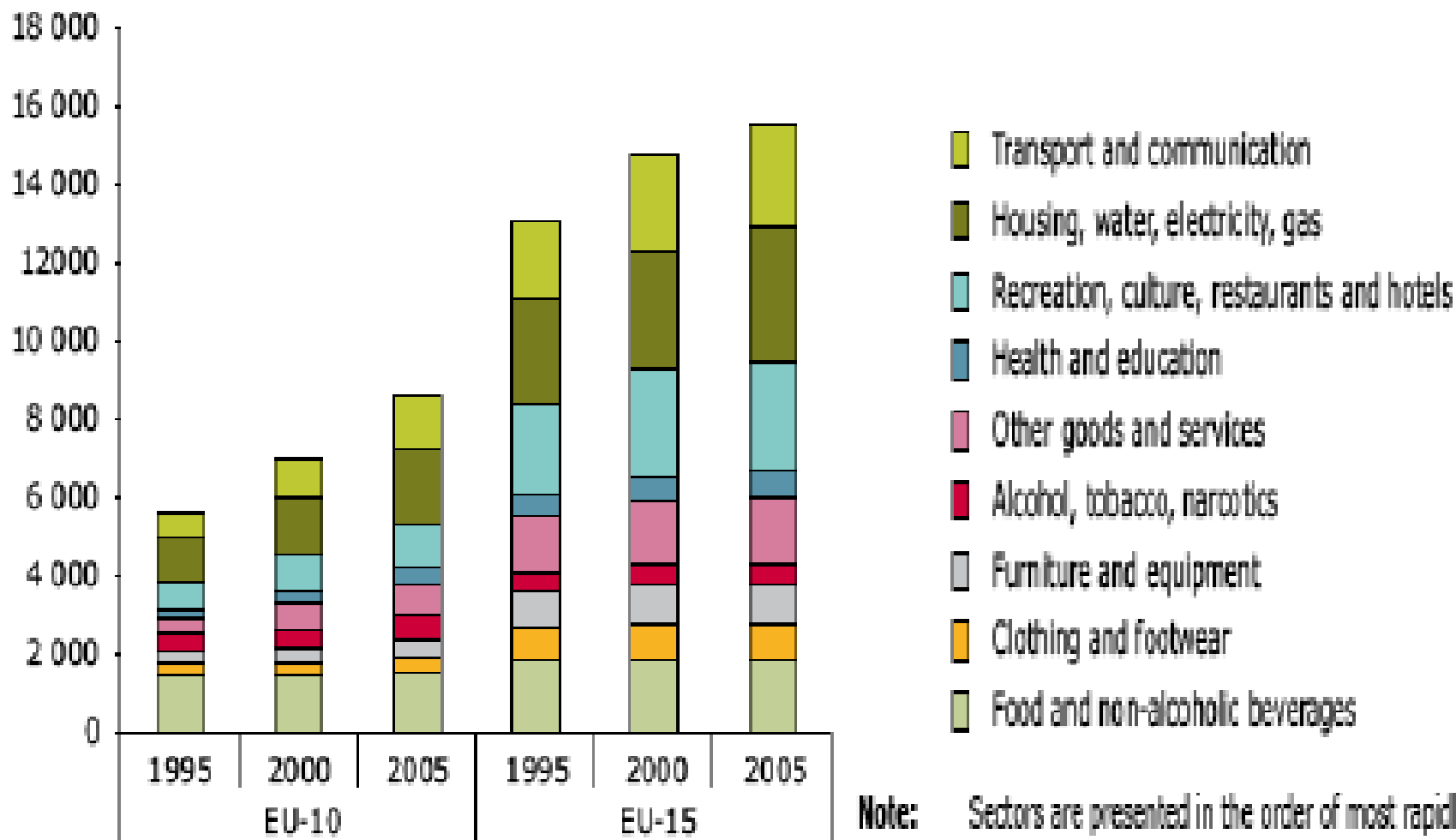


Three main messages

1. To confirm that **Housing, food and drink, and mobility** are the product/service categories which cause the highest lifecycle environmental pressures
2. Consumption **growth** outweighs efficiency gains, partly because of the **rebound effects**
3. Pathways: **Eco-design** of products is necessary – but not sufficient – **sufficiency** also generates rebound effects



Changes in household consumption, EU10 and EU15 (expenditure per capita in PPP, constant 2000 dollars)



Note: Sectors are presented in the order of most rapidly growing in EU-15.

Sources: Eurostat, 2007a; World Bank, 2007.

Severe impacts

Consistency in findings of European studies on lifecycle environmental impacts/pressures from consumption:

- Food and drink, housing and private transport cause 70-80% of life-cycle environmental impacts (EU25)
- Food and drink, housing and mobility cause two-thirds of major environmental pressures (use of resources, GHG)



...mostly related to urbanisation

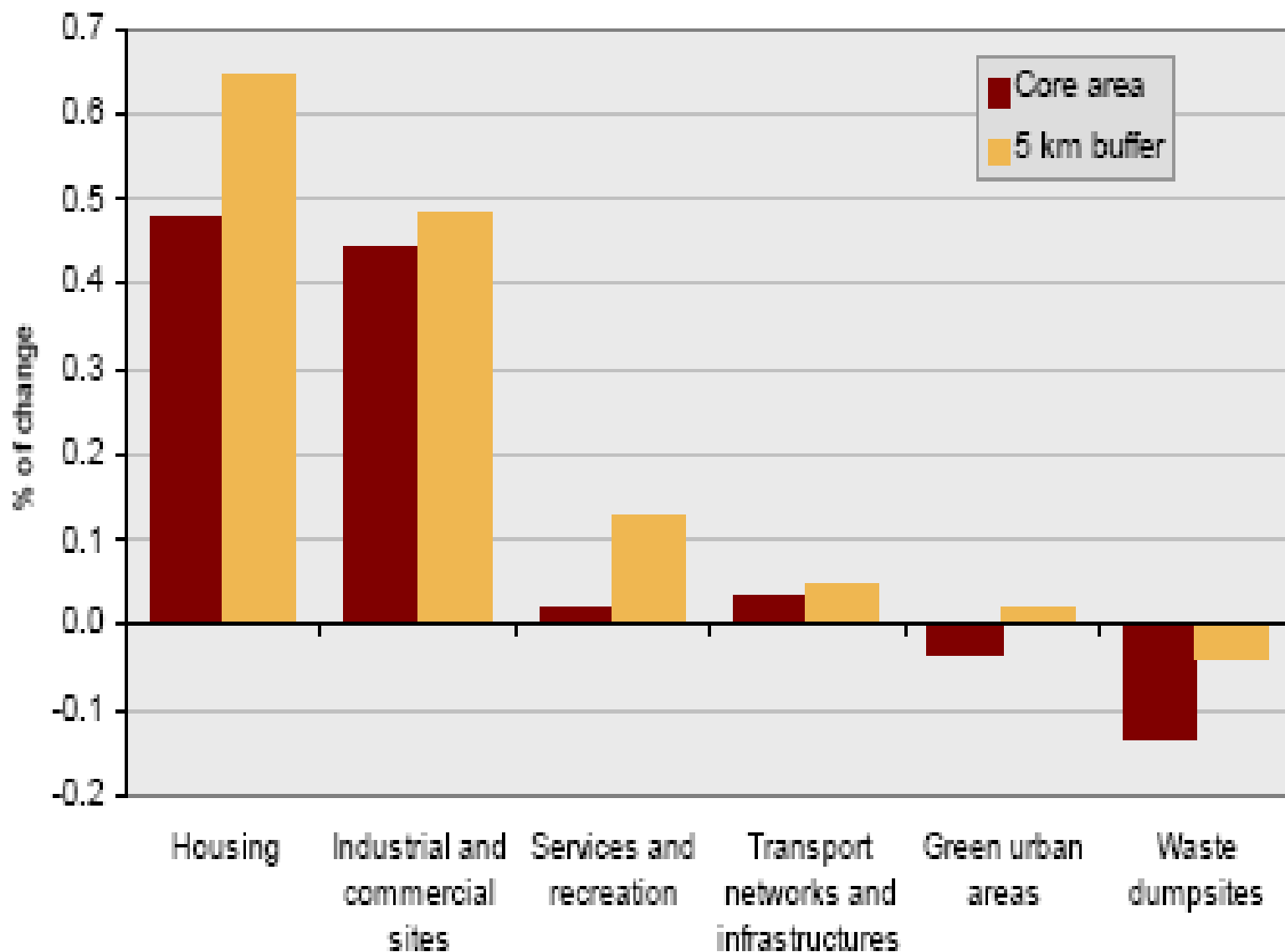
- ***Since mid-50s, European cities expanded by 78 %, whereas population grew by 33 %***
- ***Over the past 20 years, the extent of built-up areas in many western and eastern European countries has increased by 20 %, while the population has increased by only 6 %***
- ***The amount of space consumed per person in the cities of Europe has more than doubled over the past 50 years***
- ***During past 20 years, 4 times more new cars than new babies in cities***
- ***The number of kilometres travelled in urban areas by road transport is predicted to rise up to 40 % by 2030 compared to 1995***



Urban areas across Europe: (r)evolution ...



Top-drivers of urban land development...



...emerging issue: pricing of land



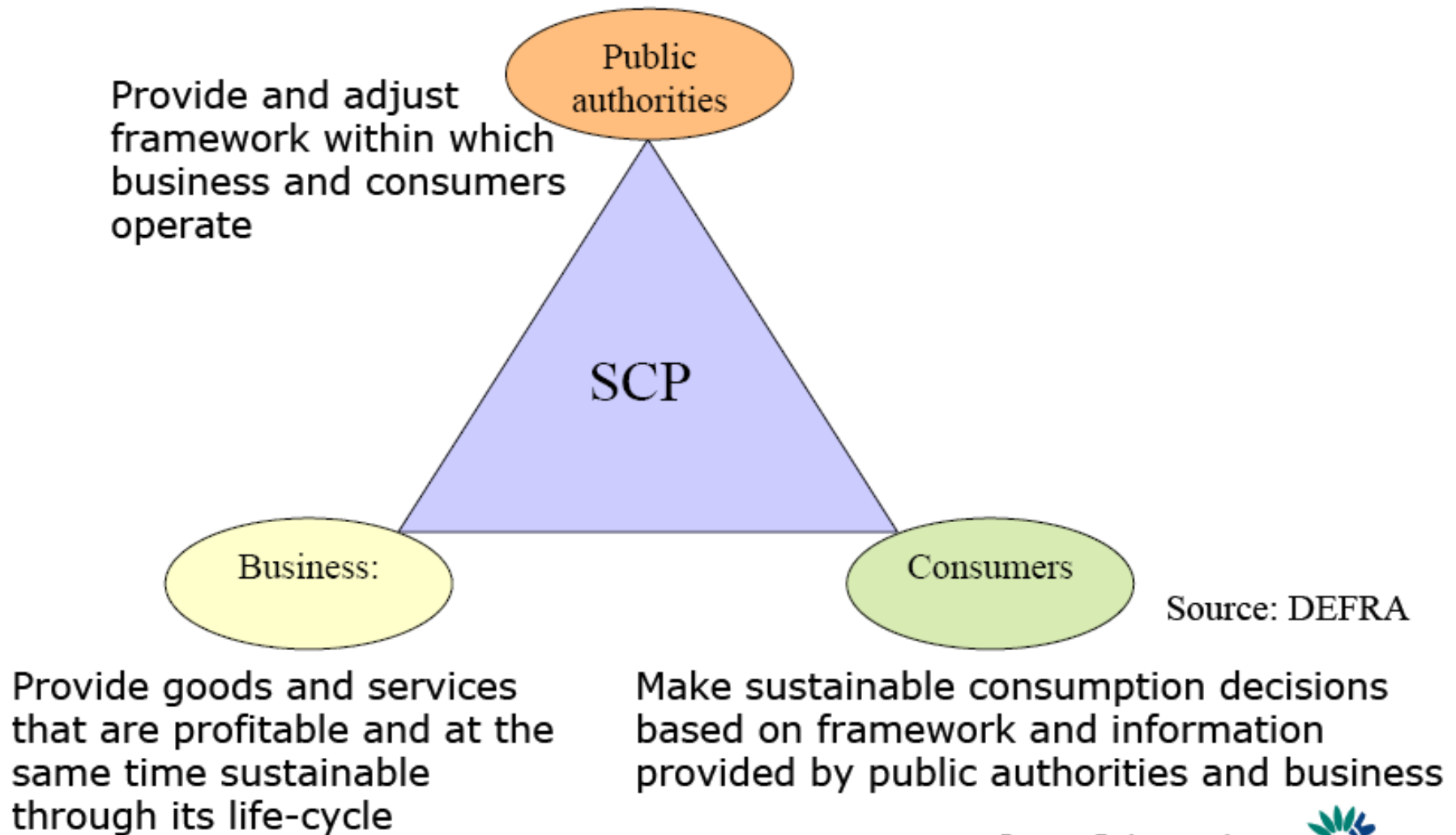
Consumption growth outweighs efficiency gains, partly due to the rebound effect

Rebound effect = Changes in behaviour in response to technological improvement (Hertwich 2003, UKERC 2007) - Examples:

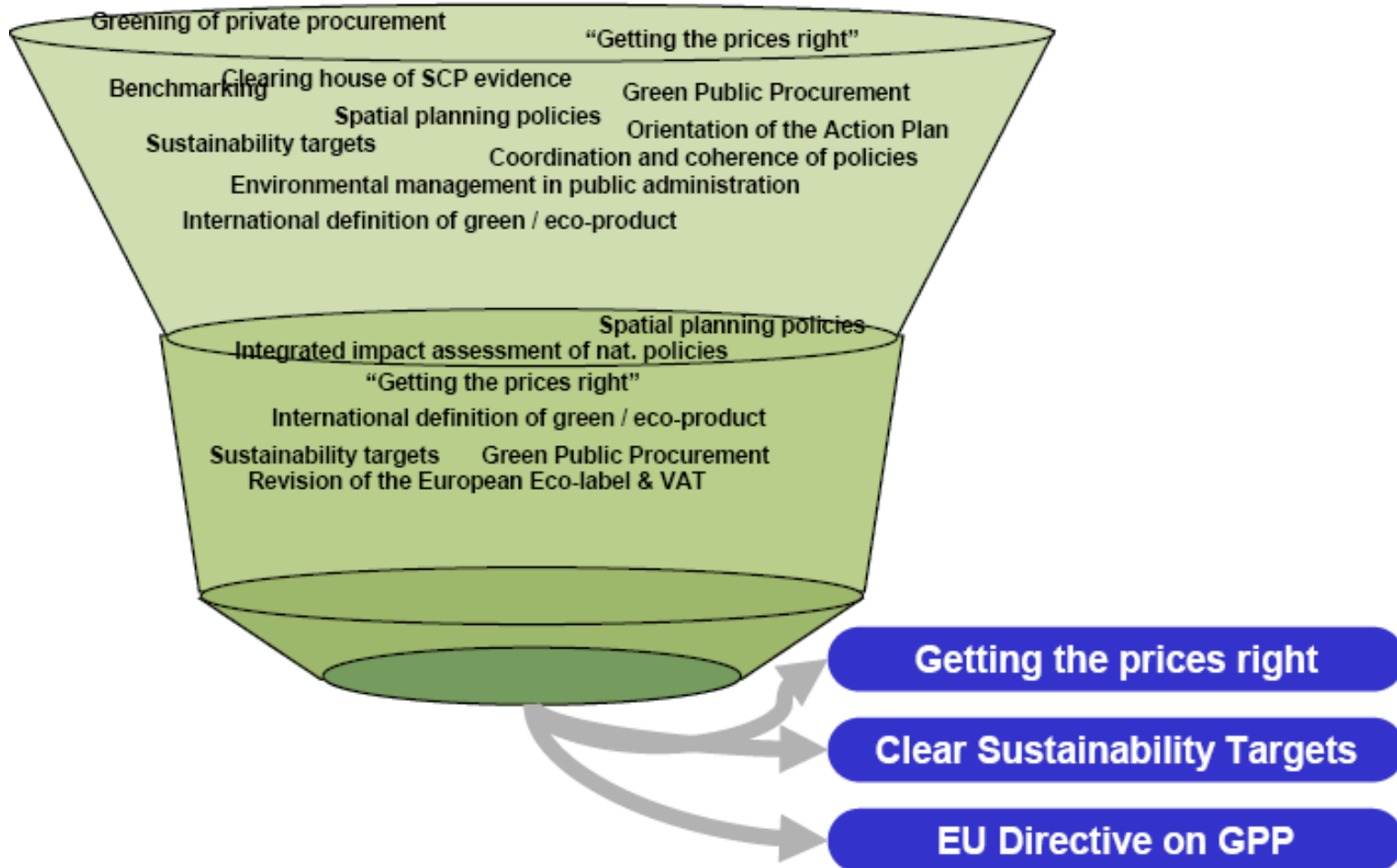
- Energy efficient appliances – but more appliances
- Improved insulation in houses – but higher temperatures in homes
- More efficient cars – but more kilometres travelled



Eco-design is necessary – but not sufficient



Recommendations to EU Action Plan from participants in Time for Action Conference, Sept 2007



Thank you for your attention

www.eea.europa.eu

