

# Rethinking Consumerism

How to live with less

“The price of anything is the amount of life you exchange for it”.  
Henry David Thoreau

# What is wrong with consumerism?

- The problem is when consumerism becomes excessive when it extends beyond what is needed.
- A desire for more... a desire which is promoted by the world around us.
- It's unsustainable!
- Waste disposal is becoming a huge problem worldwide.
- Our oceans are slowly but surely becoming a giant waste disposal pit.
- What we urgently need is precisely the opposite of consumerism – a philosophy that urges us to reduce our levels of consumption.



'RAT RACE'



**Marketing** = the process of teaching consumers why they should choose your product or service over your competitors.

**Advertising** = a form of communication that attempts to influence the behavior of a defined target audience.

# Marketing to Children (17 billion a year)



Advertising is especially damaging to children who have not yet developed the capacity of thinking critically.

# Sustainable Lifestyle

Sustainable consumption means buying goods and services that do not harm the environment, society, and the economy.



## Food

## Trash

## Single Use Plastics

## Clothing



**Brigitte**

**Food /Trash**

# TOP 10 ITEMS COLLECTED



1. CIGARETTE BUTTS  
**1,863,838**



2. PLASTIC BEVERAGE  
BOTTLES  
**1,578,834**



3. PLASTIC BOTTLE CAPS  
**822,227**



4. FOOD WRAPPERS  
**762,353**



5. PLASTIC GROCERY BAGS  
**520,900**



6. PLASTIC LIDS  
**419,380**



7. STRAWS, STIRRERS  
**409,087**



8. GLASS BEVERAGE  
BOTTLES  
**390,468**



9. OTHER PLASTIC BAGS  
**368,655**



10. FOAM TAKE-AWAY  
CONTAINERS  
**365,584**

# Single Use Plastics:

1. It is estimated that over half of the plastic produced every year is single use.
2. Stop and evaluate.
3. Recycling is not a solution anymore.





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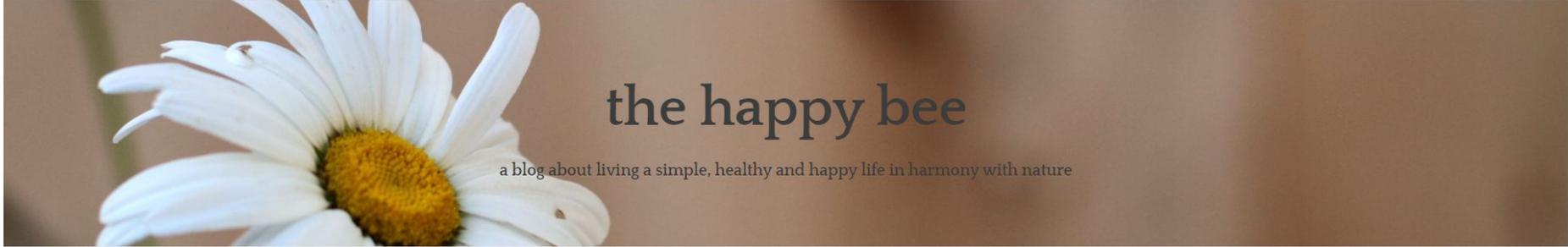
VS





VS





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- ABOUT
- PUBLIC TALKS
- STYLISH AND SUSTAINABLE
- BUY LOCAL FOOD
- EAT OUT AND HEALTHY
- SPIRITUALITY
- VOLUNTEER YOUR PASSION
- DOCUMENTARIES
- RESOURCES
- POSTS BY TOPIC ▾

## 7 things you won't find in my kitchen anymore

June 3, 2018

### Packaged fruit juices

Yes, I am talking about 100% natural fruit juices with no sugar added. They are nothing but empty calories. They are deprived of most vitamins since they have been pasteurized to stop from spoiling quickly.



### Follow the happy bee

Follow

Follow ...

# Clothing

Fast Fashion Is the Second Dirtiest Industry in the World, Next to Big Oil

A T-shirt uses 400 to 600 gallons of water to produce.

A pair of jeans uses 1,800 gallons of water.

The fashion industry uses 1,600 chemicals in their dyeing processes not all safe or approved by the EPA.

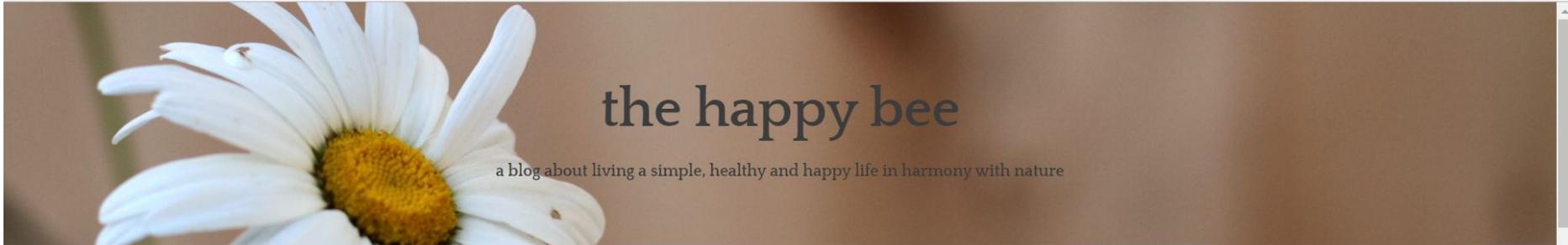


# Towards Sustainability:

**Count the hidden cost of each purchase.** Too often, when we purchase an item, we only look at the sticker price. But this is rarely the full cost. Our purchases always cost more. They require our time, energy, and focus (cleaning, organizing, maintaining, fixing, replacing, removing). They prompt worry, stress, and attachment.

Resources:

- Fashion Revolution: Fashion Transparency Index 2018 Edition.
- 
- <https://rentbestdressed.com/> (Boston)
- 
- <https://rentfrockrepeat.com/>
- 
- <https://freshrents.co/>



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## Stylish and Sustainable

Buying second-hand clothing has many benefits. First of all is more affordable and most of the time the quality is superior than the new item. Have you noticed that new clothing doesn't last as long as they used to? You are also contributing to the recycle flow of goods that may otherwise end in the landfill. You are supporting the local economy. You are not tied to what the fashion industry dictates. Shopping consignment gives you plenty of brands and styles to choose from. Happy Shopping! Click on the green titles and you will be re-directed to their respective websites.

### Follow the happy bee

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# The four lifestyle choices that most reduce your carbon footprint

A recent comprehensive new study by Lund University, Sweden. 2017, has identified the four actions that would have the greatest impact on an individual's greenhouse gas emissions:

- Eating a plant-based diet**
- Avoiding air travel**
- Living car free**
- Having fewer children**

**Thank You!**