

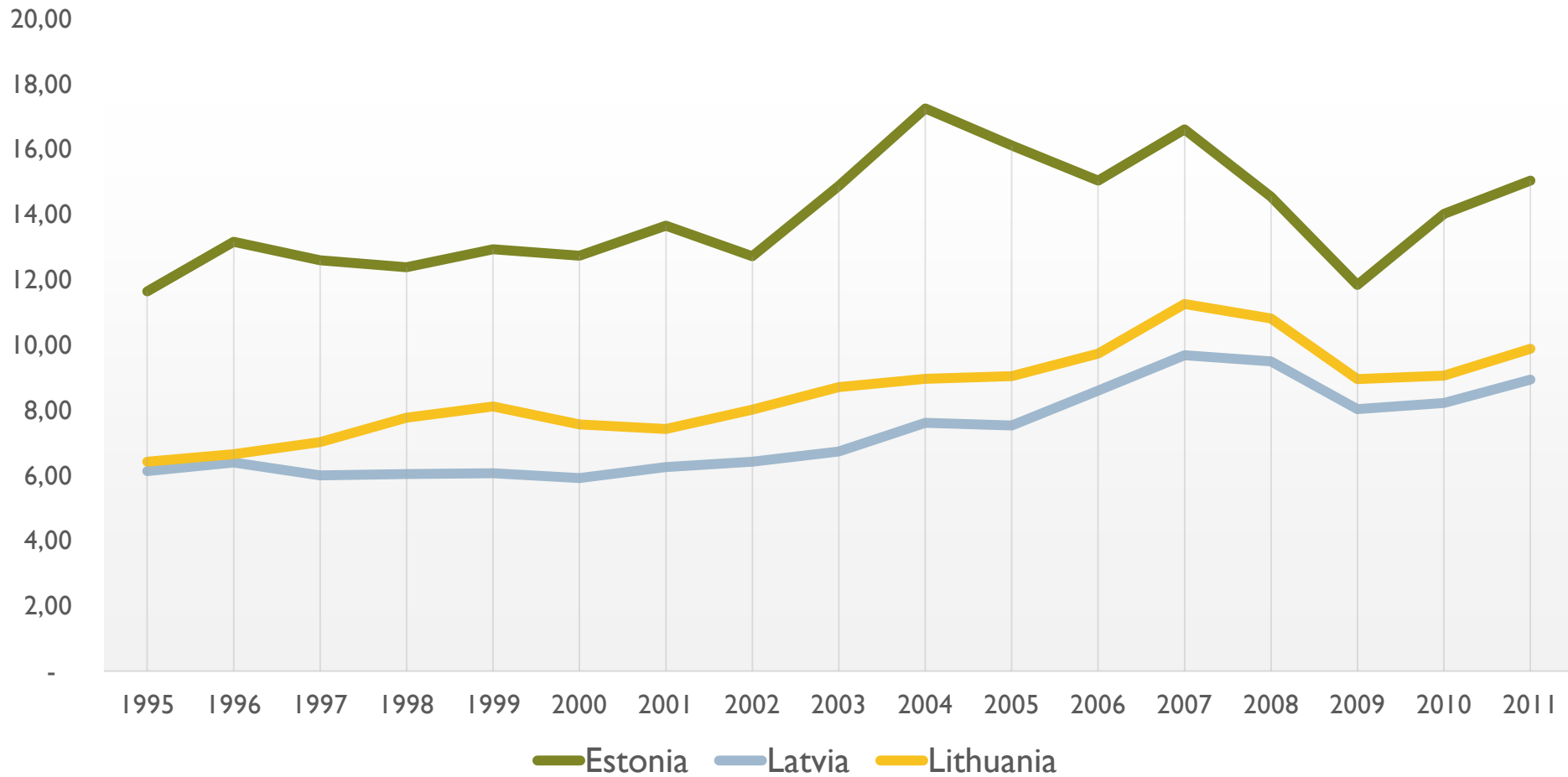
Low carbon life – what does it mean?

Janis Brizga, Green Liberty

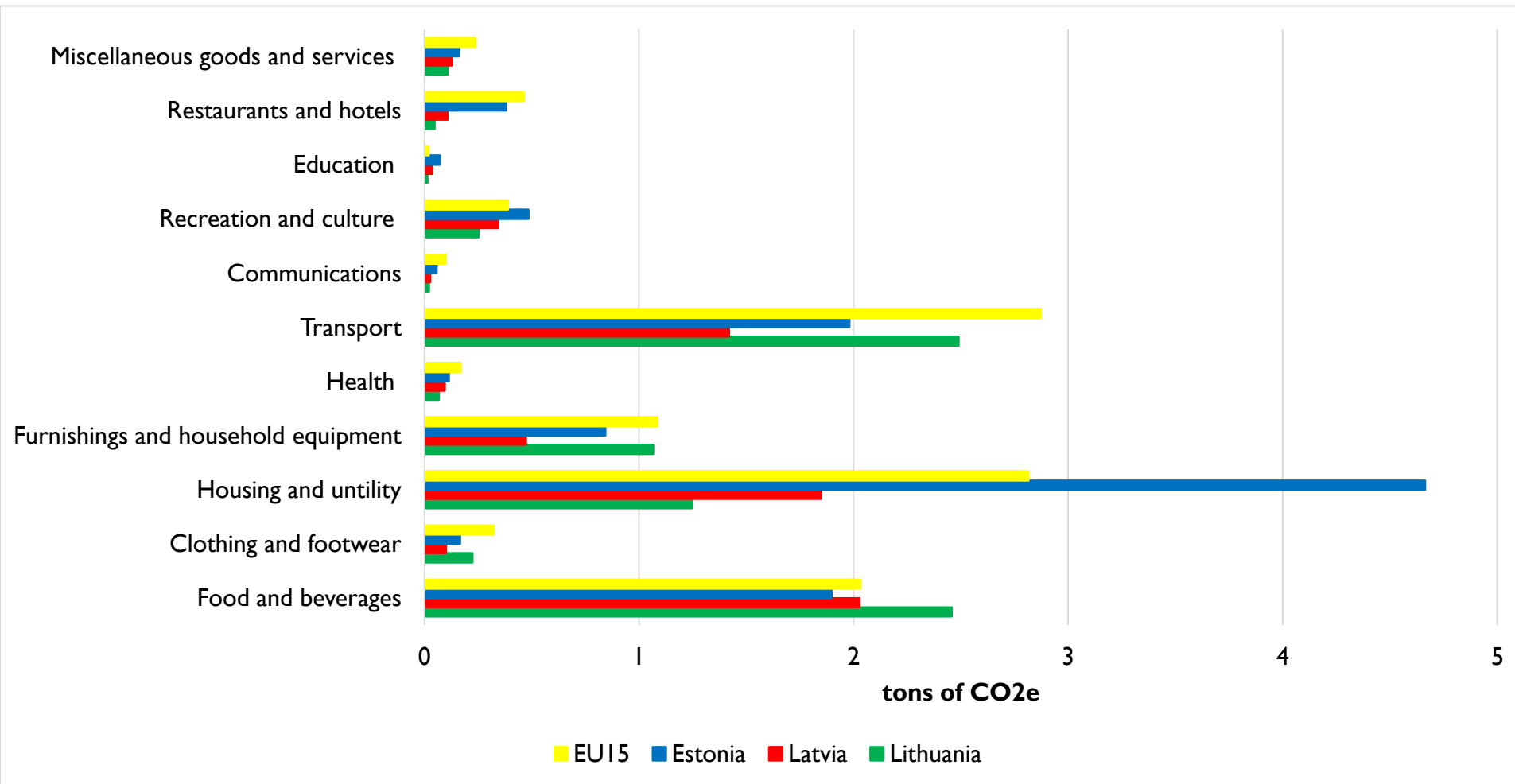


Zaļā brīvība

Per capita carbon footprint changes



Carbon footprint by sector



Willingness to act

- Sort waste
- Eat more local food
- Insulate building / choose energy-efficient housing
- Improve knowledge of eco-friendly lifestyle
- Reduce waste
- Use renewable energy for heating
- Influence others to act more environmentally friendly
- Use energy efficient cars
- Drive less, choose public transport, walk and ride a bike more
- Engage in more public events related to the protection of the environment
- Eat less animal based products
- Use less electrical appliances
- During the heating season reduce indoor temperature by a few degrees
- Collaborate with neighbors, friends to share home electrical equipment, automobile, etc.

Most Willing



Least willing



Values – Action gap

~60% of people say they care about the environment, yet only ~15% live sustainably.

Environmental values are not always represented in actions (*value-action gap; Blake 1999*)

- **Individual aspects – attitudes, abilities, economic stimulus, information**
 - **Social aspects – Social norms, culture, social institutions (workplace, school ...); community initiatives**
 - **Material aspects – infrastructure, technology, products**
-

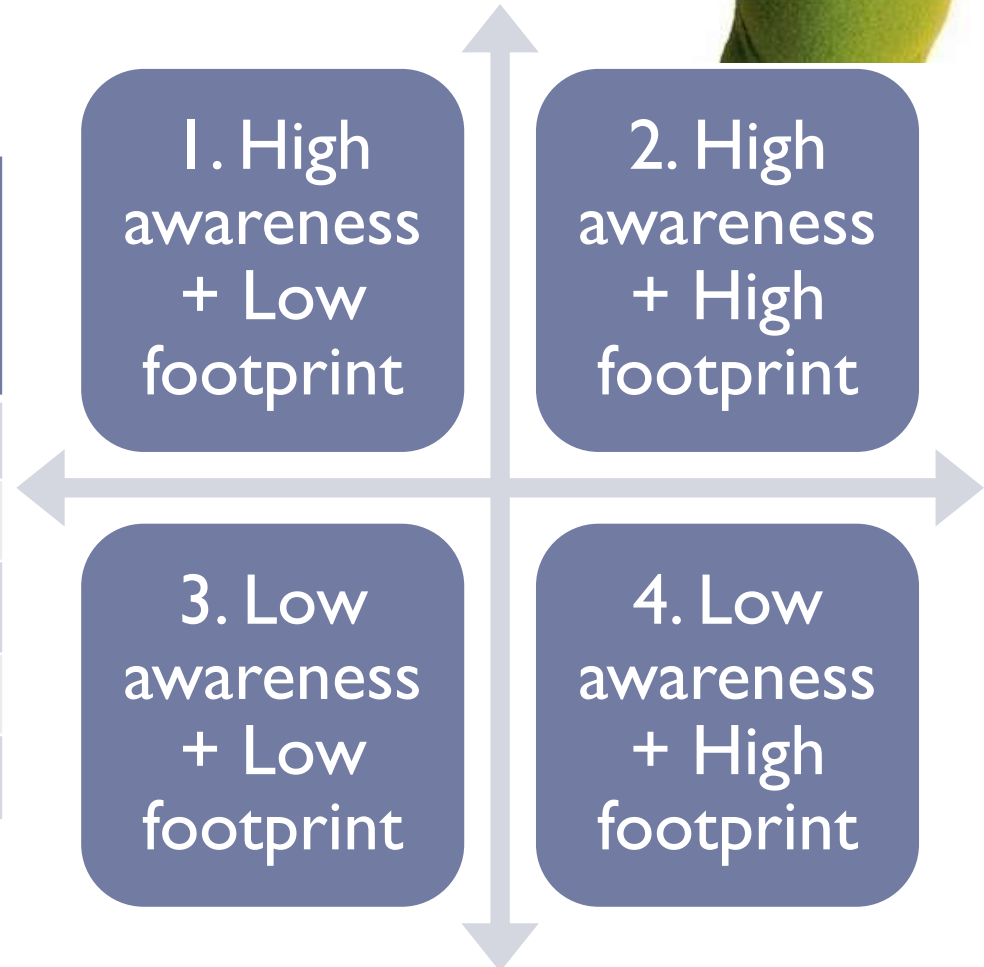


"It is not easy being green."

Kermit the Frog

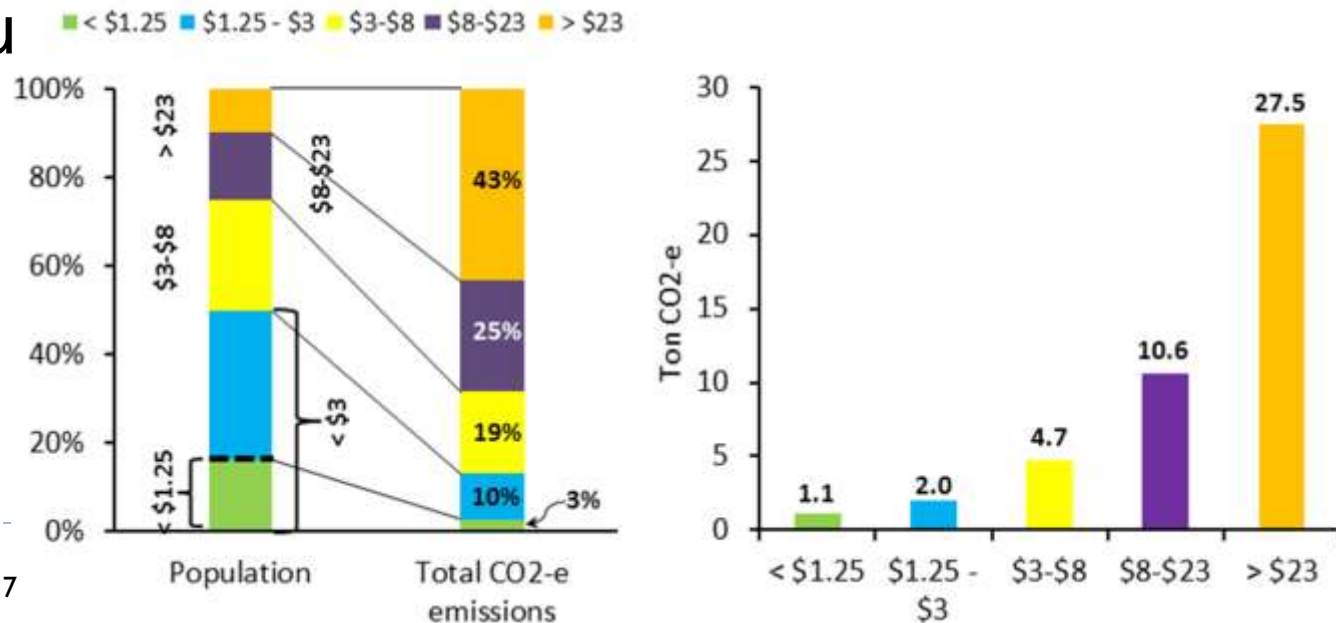


Clusters	Values (n)	Percent (%)	Environmental awareness (average)
Cluster 1	175	17.3%	27.85
Cluster 2	395	39.1%	24.62
Cluster 3	138	13.7%	22.76
Cluster 4	302	29.9%	19.60
Total	1010	100%	23.43



Carbon inequality: 80/20 rule

- ▶ **People with a per capita income above 23 US \$/day** consume most resources.
- ▶ **Inhabitants with a per capita income below 1.1 US \$ a day** (3.5 billion) suffer from energy and resource poverty.
- ▶ This will not change as long as purchasing power decides about



Need for systemic change and social innovation

Our current approach is embedded in **efficiency and market forces**:

- ▶ Green growth,
- ▶ Green products,
- ▶ Market instruments,
- ▶ Eco-efficiency.

It does not address the **rebound and growth effects**.

We have to deliver **structural change** to our **economic, normative and social systems** as well as improve Earth's **ecological productivity** to reach one planet living.



Contraction and Convergence of lifestyles. No one left behind.

On individual level:

- ▶ **Material dimension:** adopting a sustainable lifestyle supported by climate friendly infrastructure and technologies
- ▶ **Social dimension:** living in a sustainable community
- ▶ **Moral dimension:** practicing sustainable values

Involve others

Transformed values

Redistribute resources

Eliminate poverty

Motivation

Take action

Community solidarity

Encourage diversity

Transmission of values

Re-examine our lifestyles

Organic change in society

Increase efficiency

Thank you

- ▶ Janis Brizga
- ▶ Green Liberty
- ▶ janis@zalabriviba.lv

*"One day, son, all this
will be yours"*



Zaļā brīvība

