



Konsum Global

The Guided Tour of the
Topics

**SUSTAINABLE
CONSUMPTION &
GLOBALIZATION**

www.Konsum-Global.de

KonsumGlobal

A large, stylized green leaf graphic is positioned on the right side of the page, extending from the top right towards the bottom right. It has several veins radiating from a central point, creating a fan-like shape. The leaf is a light green color, matching the overall theme of the document.

The Guided Tour of the Topics Sustainable Consumption & Globalization

Straight through the city center, on the international tracks of our consumption – together with you, we want to discover how greatly globalization has long been a part of everyday life. We follow the tracks of everyday consumer goods, which often travel around the world before making it to the store around the corner. We want to show the alternatives that are available to us as consumers and how we can exert an influence on worldwide companies through our behaviour.

It would be best that we discover all of this together with one Konsum-Global (Global Consumption) guided tour, directly in the shopping district of your city. You will find more on this at the end of the booklet. First off, we have arranged some important topics on the following pages so that you can see what you can do.

Sustainable consumption certainly doesn't change the whole world, but it is part of a change and can therefore make a big difference for humans and the environment.



Sustainability?

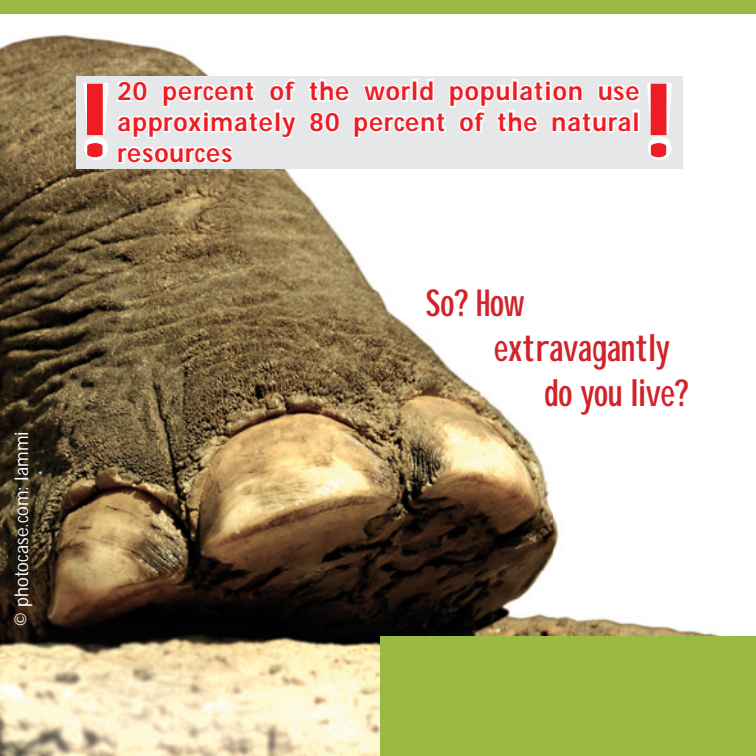


If all humans lived as we do in Germany, we would need three planets.

However, we only have one. This means that we use resources faster than they regenerate. It is an overexploitation upon nature and humans.

Sustainability means using only as much as can be taken from nature without damaging it, so that future generations discover a world that's worth living in!

By the way: 20 percent of the world population use approximately 80 percent of the natural resources. That is primarily us in the "western world"; therefore, we should be the first to consider our lifestyles — in relation to sustainability and global justice!



20 percent of the world population use
approximately 80 percent of the natural
resources

So? How
extravagantly
do you live?



Consumption and Globalization -

what is it actually and why does it belong together?

You surf the Internet, watch MTV, listen to hip hop, do capoeira, eat sushi or hamburgers, wear jeans and drink cola? Then you are at the centre of the matter.

Under globalization, one understands the process of increasing international integration.

In addition, world trade, international politics, the exchange of cultures and, for example, the globalization of environmental problems in the form of climate change are counted as well.

Consumption designates our expenditure of things such as food and clothes.

Our consumption is naturally affected by our needs and the money that is available to us. It is also affected by advertisements.



Young people are a target group that is particularly liked for three main reasons:



they are relatively easy to influence



they already have their own money



they are the customers of tomorrow

Today, consumption and globalization are connected closely with one another. Youth on all continents wear the same jeans and sneakers, hamburgers are eaten worldwide and millions hear music on their MP3 players which were produced in China.

We want to examine the question of where and how these things are actually produced a little more closely. We want to find out what the companies don't tell us in their advertisements. Afterwards, we will look for possible ways to configure our own behaviour in a more sustainable manner. As consumers, our hand plays a role as well.



The global T-shirt and the world trip of a pair of jeans

You probably have a few jeans and T-shirts in your cabinet as well. By now, they belong to the most popular articles of clothing throughout the world, but hardly anyone knows where and how they are produced.

Here is a typical example:

Jeans and T-shirts are made of cotton. It is most often cultivated in West Africa, Central Asia and India. This predominantly takes place in monocultures on large plantations which consume large amounts of water and heavily use pesticides and artificial fertilizers. The pesticides bring about poisoning diseases amongst harvest workers and cause environmental damage - particularly through heavy burdens on the ground and thus the groundwater, but also through the poisoning of small animals and other plants.

! For the cotton quantity of a T-shirt, up to 20,000 liters water are needed, while a pair of jeans requires up to 40,000 liters!



40.000 Liter

The work of the cotton farmers and plantation workers is laborious and usually badly paid; sometimes children also have to help with the work. In order to produce a nice pair of blue jeans, the cotton must be dyed. Therefore, they are bleached with poisonous substances; another round of poisonous substances are applied thereafter so that the jeans hold their colour.

! Worldwide, approximately 7,000 different chemicals are permitted for dyeing, bleaching and cultivating materials!

The wastewater of the dyeing factory reaches rivers and lakes, poisoning humans and nature.

90 percent of all T-shirts and pants are sewn together in countries such as Bangladesh, Korea, El Salvador, Nicaragua, China or the Philippines. For the most part, young women work there in large factories under bad conditions for 12 to sometimes even **16 hours per day!** They do not receive fair wages for the intensive work that they perform, as oftentimes it is less than two euros per day! Even in poor countries, a family can hardly live off this wage.

More information about the working conditions?

The "Campaign for Clean Clothes" dedicates itself to fair working conditions and existence-securing wages in the manufacturing plants.



As you see, the articles of clothing have already carried out a long journey in the course of their production, with several effects on humans and the environment. Despite their high value, they are often available at bargain prices and we buy more than we need:

Germany is the world champion in getting dressed!

26 kg of textiles are bought per person in Germany annually, 13 kg of which are clothes.

The worldwide average is 8 kg.

But do we need all these clothes? How often do we buy something out of sheer desire or pure frustration? Or fashion that is guaranteed to be out of style next year? Or another item that is destined to be hung amongst the others in the closet?



What you can do:



Inform yourself about the origin of your clothes. Look up alternatives that are biofair. You will find a selection of providers on www.konsum-global.de under "service"!



Try to wear your clothes for as long as possible and buy quality products instead of cheap stuff!



When you no longer like certain clothes, maybe you can exchange them with friends – organize clothes trading parties within your circle of friends!



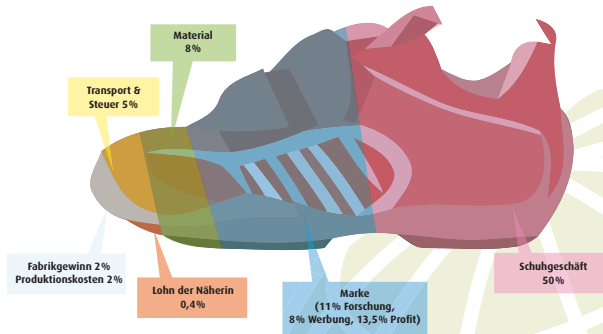
Buy clothes in the second hand shop. The things there are often new and you find original items.

Hey you, where do your shoes come from?

Most young people spend a lot of money on fancy shoes, with the brand playing a big role. But where do the shoes actually come from and where does the money that we spend on them go?



The label gives it away: Most sneakers are sewn in Asia because it is cheapest there. Thus, the sewer of a 100 Euro shoe only earns about 40 cents. Who gets the rest? The graph shows you how the price comes to be.



By the way: This price composition is similar with other clothes, jeans, T-shirts, etc.!

Links:

www.fairdealtrading.co.uk

www.playfair2008.org

Mobile phones & Computers

Mobile phones are particularly loved by young people. It must be as new and hip as possible and it can cost a lot. The fact that your mobile phone is valuable and expensive in a much different form is not well known. Numerous valuable metals are in the technology; the extraction of many of these metals damages the environment.

Some examples:

Tantalum/coltan is used for the condensers. It is mined amongst other materials in the Congo. The mining destroys the rain forest and is performed by means of employment from child labor. Copper is used for the wires and conductors, and the dismantling leaves moonscapes with destroyed nature.

Gold is used to coat conductive construction units. It is dissolved by means of poisons from the stone – the 0.034 grams for a mobile phone generate 100 kg of poisonous waste material.



Many other rare metals such as **cobalt, nickel and tin** are in mobile phones, laptops, PC's, MP3 players, video game consoles and other small electronics. The mining of these metals is complex and leaves clear tracks in the environment.

However, the production is not the only problem. The generally short life span presents a genuine waste problem, as mobile phones are exchanged more frequently than other electronic products. Millions of mobile phones land in the garbage each year, often without regulated disposal.

Poisonous materials such as lead, mercury, cadmium and arsenic are contained in the devices!

They are dismantled during the normal scrapping process in countries such as India or China, whereby several of the poisonous materials end up in nature, contaminate both the soil and water and poison people.



What you can do:



Never throw defective mobile phones into household garbage – deliver them to a special collection box or the business they were purchased from and/or inquire with the manufacturer about proper disposal options.



Inform yourself about the production and side effects of your mobile phone either in the store or via email with the manufacturer.

Links:

www.makeitfair.org

www.pcglobal.org

Meat

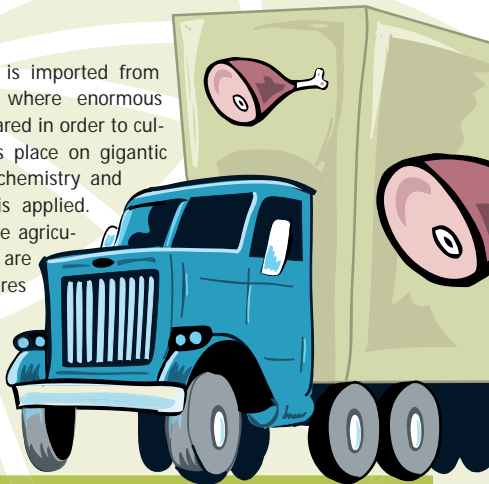
We bite into the hamburger without a second thought - clearly, a sausage must go on a bun and ground meat must go into noodle sauce. However, our meat consumption involves several environmental problems and is by no means sustainable.



In Germany, approximately 60 kg of meat are consumed per person annually; the annual worldwide average lies at just under 40 kg per person. For this reason, 26 million pigs, 13 million cattle (of which 4.2 million are dairy cows), 39 million laying hens, 55 million broiling chickens and 10 million turkeys are held for meat production in Germany.

These animals must of course be fed, so 68 million tons of animal feed are fed annually in Germany - that's 2.6 million truck loads (in a line, they would wrap around the globe once).

A good portion of it is imported from Brazil, for example, where enormous forest surfaces are cleared in order to cultivate soja. This takes place on gigantic monocultures where chemistry and genetic engineering is applied. Worldwide, 70% of the agriculturally used surfaces are used for either pastures or the cultivation of animal feed for meat production.



Meat is problematic for the climate: A cow discharges 300 to 500 liters of methane gas every day! Converted, a kilo of meat generates 36 kilograms of carbon dioxide – that equates to a 300 kilometer car drive!

What you can do:



Reduce your meat consumption. You don't have to become a vegetarian immediately, but sometimes simply eating something other than meat is a good step. If you and others abstain from a steak once in a while, it already makes a difference!



When meat, make it bio meat! If it's possible, see to it that you buy bio meat from the region.




Fish is not an alternative here, as it involves similar problems: The overfishing of the seas or the pollutive massive factory farming in "aquacultures".

www.peta2.com



Paper - Is the primeval forest for the A...?



It is hard to imagine paper no longer being a part of our everyday lives - we use it everywhere in very large quantities: From toilet paper to tissues to writing blocks, in Germany we use just under **240 kg of paper** per person annually - around quadruple the world average! In order to satisfy this hunger for paper, large primeval forest surfaces in North America, Brazil and Russia are cleared and entire ecological systems are destroyed. A surface the size of over 5,000 football fields is cleared daily in Canada! In Indonesia, it is over 1,000 football fields per day.

In order to manufacture a kilogram of paper (approximately 240 sheets of DIN A4 paper), up to 2.4 kg of wood and 100 liters of water are needed as well as a lot of energy!

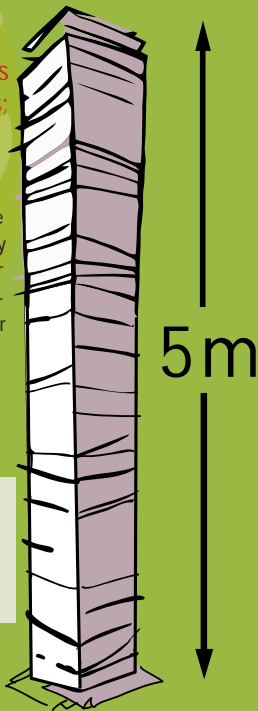
In order to manufacture "beautiful, white paper", bleaches - partially poisonous chlorine - are used in large quantities and eventually end up in the rivers. People who work with chlorine suffer from skin diseases, coughs and breathing difficulties.

This doesn't have to be the case, as paper can be recycled up to 6 times; thus, waste paper is made new!

Recycling waste paper not only preserves the forests, but it is also much more environmentally friendly with regards to production pollution: For the production of recycled paper, much less energy and water is used and the waste water is far less polluted.



The annual consumption of one person is equivalent to a pile of copying paper that is meters high five!



What you can do:

- ! Use recycled paper! Printer paper, school booklets, writing paper, envelopes - everything is made of recycled paper
- ! A sheet of paper has two sides! Always use both sides of the sheet when copying or printing. Misprints etc. can still be used as scrap paper or notepads.
- ! Avoid packing materials when shopping and only take advertisements and catalogs if you really want to read them.
- ! Find out if recycled paper is used at your school or work. The pre-conception that recycled paper breaks copiers and is grey, scratchy and expensive still exists - it is completely false! Recycled paper is a genuine alternative!

The two reliable seals:



The FSC seal guarantees fresh wood from sustainable forestry - that is very unfortunate for paper. Take recycled paper instead!

www.fscus.org/paper

Coffee - consumed enjoyment with side effects

Each German drinks an average of four cups a day! With coffee, we connect enjoyment and relaxation - the small break in between. But what is the status on the production of coffee? On the coffee plantations, the workers, who pick the fruits by hand, usually perform difficult and dangerous work. Coffee plants are treated intensively with poisonous pesticides, so the workers must wear protective clothing. Most of them do not know this: They are illiterate and cannot read the warning references on the canisters. However, even knowledge isn't protective, as the relevant protection equipment for the farmers is almost unaffordable.

Thus, coffee is a typical example of agricultural pesticide use in the so-called "3rd World". According to estimations by the World Health Organization WHO, 1.5 million people are poisoned by pesticides each year; approximately 28, 000 of these people die as a result. Moreover, the application of pesticides results in environmental damage and poisons animals and plants as well as the ground and the water.



Unfortunately, it is similar with other products such as tea, cocoa, bananas and oranges!



What you can do:

! Coffee products of biofair trade are good alternatives to conventional coffee. They can be recognized with corresponding seals. With bio products from fair trade, any application of pesticides is renounced. They are available in many supermarkets and can always be found in world shops.

www.fairtrade.org.uk

Fair trade - a profit for everyone!

Have you already tried **fairly traded bio chocolate**?

Have you already tried fairly traded bio chocolate? Not only does it taste good, but in purchasing it you also support the farmers in Latin America, Africa and Asia who cultivate cocoa for the chocolate. With "normal" chocolate, no consideration is usually taken for the fair payment of the cocoa farmers. Farmers who can sell cocoa through fair trade receive a better price for their commodity. The fair trade organizations also work to make it possible for the farmers to be both better organized amongst themselves and advised. This way, they can, for example, create unions and thus arrange for better and healthier working conditions. In addition, the ecological agriculture is promoted and a large part of the fair goods is ecologically produced.

This principle is also valid for the other "biofair" products that you can get, e.g. coffee, tea, juice, bananas, and much more!

How and where do you find such products?

You can recognize them by a fair trade symbol which can be found on the packaging of fairly traded products. In case you don't find it in a supermarket: Simply ask why they (still) don't sell fair chocolate.

World shops - A guaranteed fair buy



World shops are shops which exclusively offer fair trade products such as food, handcrafts, stationery and clothes, amongst other things.

Most world shops also offer information and are active in educational work. There, you can learn more about the topics of development policy, globalization and southern countries.



Bio is better!

„Bio“ has become a legally protected term throughout the European Union. The products must originate from ecologically controlled cultivation. The application of conventional pesticides, artificial fertilizers and sewage sludge as well as genetic engineering is forbidden.


! Bio meat comes from animals which were not treated with antibiotics and growth hormones. The products do not receive ionizing irradiation and contain fewer food additives than conventional food.

Sound healthy? It is! It is better for the environment, too; because, for example, where no pesticides are used, no poisons end up in the ground, air and water!

Bi

na
EG-Öko-Ver

Bio shops



By now, there are stores in all small and large cities which exclusively offer biologically-produced food and products. This makes shopping easier in that you don't have to search around the store for the appropriate products. There are now entire bio supermarkets which offer the full range of goods. In addition, most normal supermarkets have numerous products which are biologically manufactured. Look for the **bio seal**.

This is the most well-known bio seal. There is a range of additional seals. If in doubt, ask for the criteria.

http://ec.europa.eu/agriculture/qual/organic/reg/index_en.htm

Overview bio seals:

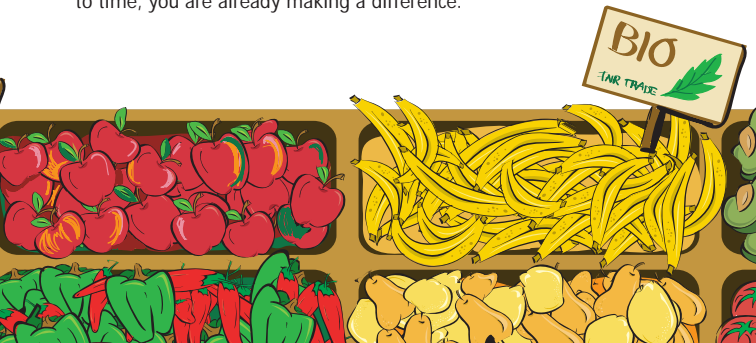


It is too expensive?!

Biofair is too expensive for you?

Yes, it is true that biologically produced and fairly handled products are somewhat more expensive than conventional products. However, by now you have learned about what is negatively affected for the sake of these favourable prices – mostly nature and humans. In this sense, it is worthwhile to consider whether the higher price should nevertheless be paid ... at least from time to time.

We could achieve this more often than we think if we abstain from purchasing unnecessary products. Even if you only buy biofair from time to time, you are already making a difference.



Critical consumption

Successes and challenges

What sustainable consumption and critical consumers have already achieved... and what still needs to be worked on:

The change in “our” lifestyle is a central element with the topic of sustainability. The extent of private consumption has thereby been sparsely observed to this point. As such, our buying behaviour has enormous potential. A “critical buying behaviour” offers the possibility to exercise influence. In the past, there were several large campaigns which led to a change in modes of production. However, bio + fair are long-term trends which are always gaining strength and establishing offerable alternatives.

And what do the businesses do?

Of course, the economy also recognized that social aspects and environmental aspects are becoming increasingly important. Many businesses have set up rules for social policy and the environment, but unfortunately they are not frequently independently supervised; as a result, the compliance is not guaranteed. Many areas still need to be improved:

For example, so that throughout the world, high environmental regulations apply during production and people are paid more fairly. As such, consumers could exert a high level of influence because in the end, businesses depend on their customers. It is a chance, but also a responsibility - use it!



What you can do:

! In the store, ask about the manufacturing conditions of your things!

! Let the companies know what you want and what is important to you. Write a letter to a business either with friends or in class and enquire about its manufacturing conditions!

! Take part in campaigns and actions from organizations that you think need to be heard!

! Inform yourself about the origin and production of your clothes, computer and food. You have the power to make a difference here!

Less is more

Critical consumption means that you always ask yourself:
"What do I really need?"

By the way: Frustration and desire can be relieved through methods other than shopping. You can surely think of something better.

SALE!

50% OFF!

Would you like more information about consumption & globalization?

There are several good books and numerous internet sites dedicated to sustainable consumption.

The school check

Does your school consume effectively?

Which coffee or tea do your teachers drink? What kind of paper is used for your worksheets and school books? What can you buy at your kiosk? Where does the orange juice come from?

Discover your school in a completely different way! Look for biofair coffee in the kitchen of the staff room. Investigate where the products at the kiosk come from...

You can evaluate these and many other stations by looking around your school. Then, you can determine how “world-friendly” your school is.



KonsumGlobal - Take part - Do it yourself

In this booklet, we have presented you with different possibilities for exerting influence through your actions. Perhaps you - together with your friends - would like to organize your own actions? Or do you have a desire to become active in guiding the city? Then you are more than welcome to take part. It is about time that you form a group with a few friends in your country; get started!

KonsumGlobal - Take part - Do it yourself

KonsumGlobal is conceived for young people between the ages of 14 to 20, but is also applicable for other age groups. The KonsumGlobal city guidance project is based on the project KonsumMensch from JANUN e.V., which has already been distinguished several times: With the Otto-Brenner Prize from the Federal President in 2003, the prize for the honorary office in Lower Saxony in 2006 and as the UN Decade Project as well as the "best practice"-project for education for sustainable development/global education by the Federal Ministry for Economic Cooperation and Development in 2007. The country-wide city guidance project in Germany was launched by KonsumGlobal in 2007 in cooperation with JANUN e.V. and the BUNDjugend. Young people are active in an increasing number of German cities. An overview can be found at www.konsum-global.de

BUNDjugend: ...and now, we just have to save the earth!

It is our future

...and we are taking matters into our own hands. Because, in the end, it is our world that we live in and that we have the potential to change. We, the youth in Bund für Umwelt und Naturschutz Deutschland (BUNDjugend), are a grassroots environmental organization, committed to campaigning, both through words and actions, for thought-provoking sustainable alternatives. We are active not only locally, but also throughout Germany, with networks worldwide.

Our goal?

To save the earth! For years now, BUNDjugend has successfully been championing environmental causes through campaigns, projects and protests. We are fighting for gm-free food, a toxin-free environment, nature conservation, just globalization and 100% renewable energy. We believe in a positive future, the course of which we can determine through our political engagement. And that is exactly why we need YOU.

The world is in flux,

but you can determine its direction. With us, there is room for your opinions and creative ideas. Together with you, we want to set environmental projects and campaigns in motion. Take on responsibility and help us determine the themes and content of our work; at BUNDjugend, you can help organize demonstrations, seminars and conferences, design posters, flyers and websites or fully take part in our environmental projects. Your work here is self-rewarding, in that you have the opportunity, for example, to take part in excursions and camps, where you can meet like-minded, engaged young people.

You can make a difference

BUNDjugend offers you the ideal setting to enter into the environmental field. With us, you can simply get involved. By taking part in renewable energy or genetic engineering workgroups, you can gain experience in effective project management. And with successful media campaigns you can shake our political decision makers into action. As a member of BUNDjugend, you also have the opportunity to take part in supplemental practical and informational workshops and seminars.



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Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit

**Umwelt
Bundes
Amt** 
Für Mensch und Umwelt

www.Konsum-Global.de