

A Quality Strategy for Sustainable Consumption

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What is the Problem?

Impact = Population * Affluence * Technology



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What is the Solution?



Reduce environmental burden
per functional unit

Reduce environmental burden
per monetary value

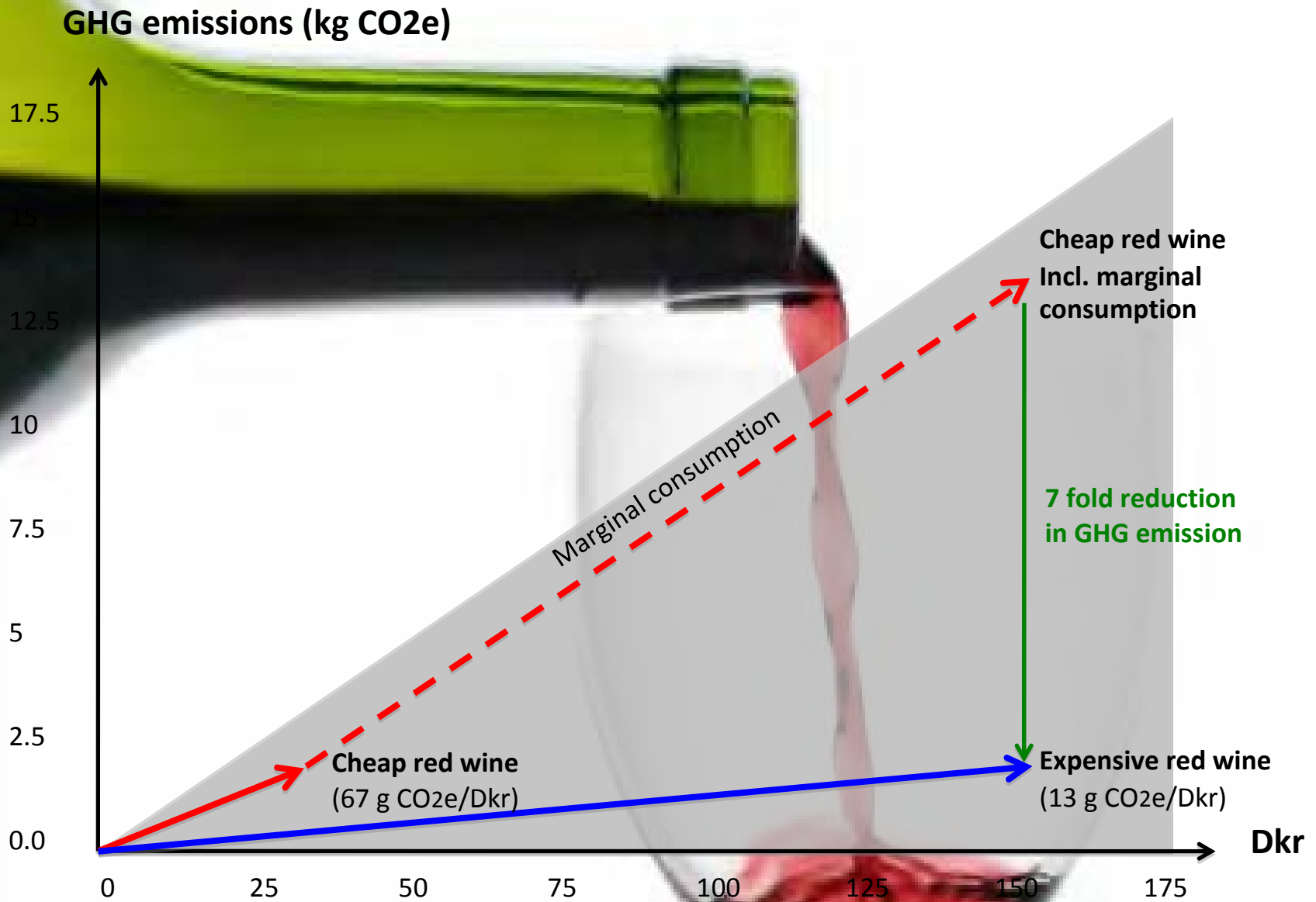
Cleaner technologies
& products

Quality strategy
(higher price, more
labor intensive)

Why quality products?

- It reduces the environmental impact per monetary value (less marginal spending)
- Quality products tend to bind more labor
 - B&O television (design, marketing, innovation)
 - Toyota Prius (innovation, design, functionality)
 - Quality air dried ham or quality cheese (maturing, storing)
 - Good quality organic coffee (certification, labelling, information, more manual labor for growing)

Case studies
(only wine now)



Limitations of a quality strategy

- Quality products may represent higher environmental burdens per kg
- The strategy is mainly relevant for 'wealthy' consumers
- It may trigger an increase in 2nd order consumption
- It does not always bind more labor
- It can be difficult to implement a QS (governance perspective)

And...

- The strategy becomes counter productive if (or when) marginal consumption is used to e.g. insulate your house
- For non-food products, expensive quality products may represent lower life cycle costs (It is expensive to be poor!)

But

- It is still relevant to measures environmental load per monetary value
- There is a great potential in a QS for sustainable development
 - It may reduce impacts (GHG emissions) with several factors in some cases
 - It is likely to tie more labor per functional unit (due to higher service content)
- For food products it may even have positive side effects on health

And,

- Very little research conducted in this area – we wonder why!

Extra slides for discussion

Expressed as vectors

Environmental load

