

**Do you dare to be aware? - Mass production/consumption and its impacts**

In 2010, **70 billion tonnes of natural resources** have been used up by humanity. This represents more or less **the consumption of one and a half planets earth** (25-30 t/cap/y). The extensive usage of resources and their dangerous impacts on the environment, mass production and mass consumption led to climate **change**, **reduced food security**, **water scarcity** and **air pollution**.

If we continue with this ‘business-as-usual’ scenario for the next 35 years, **we will soon need almost 3 planets to fulfil our needs**.

**Why do we need a Sustainable Consumption and Production (SCP)?**

The aim of a SCP is not only to promote a more **sustainable development**, but also to allow a broader part of the world population to benefit from the natural resources and to improve their quality of life.

It means a **reduction on our use of material and energy** to decrease greenhouse emissions and waste from extraction, production, consumption and



Source: <http://www.unep.org/resourceefficiency/Home/WhatisSCP/tabid/105574/Default.aspx>

**How to implement a Sustainable Consumption and Production thanks to Dematerialisation?**

Dematerialisation stands for **using less or no material to deliver the same level of functionality to the user**. Concretely this includes two aspects:

- **Shift from products to services:**  
Replacing products with services, sharing and borrowing products, and the organisation of group services instead of individual ownerships is one aspect of dematerialisation.
- **Improved material use:**  
Another aspect of dematerialisation is the absolute or relative reduction in the quantity of materials required to satisfy needs in society. As such this includes increasing the efficiency of material and substituting materials, but also reusing products.

***Now, you are aware! So let's start doing more with less!***