

# Overconsumption: The threat to climate and nature

We live on a planet with limited resources. Yet our economy runs at a level where we would need 1.8 Earths to satisfy our current rate of consumption<sup>1</sup>. This trend, on which the current economic system largely depends, has serious consequences for the health of the planet and ours. Hence, it needs to be reversed if we want to have a chance of staying below 1.5 °C. Cities have an important role to play in this existential struggle. The GHG emissions generated by the world's greatest cities are higher than currently estimated when also accounting for the impact of trade in goods and services between cities and the rest of the world. Cities represent a threat and an opportunity for our survival on earth. On the one hand they have become temples of consumerism with 67 to 72%<sup>2</sup> of global GHG emissions generated in urban areas (including “out of boundaries” emissions, also known as “consumption based emissions”<sup>3</sup>.) Moreover, 55% of the world's population lives today in cities and this number is expected to increase to 68% by 2050<sup>4</sup>. On the other hand, cities offer an effective platform to tackle consumption based emissions, if progressive mayors will start to take action and introduce bolder climate mitigation policies, and if citizens will adopt low carbon lifestyles. However, until brands are allowed to brainwash people to buy larger cars, faster fashion, newer tech, bigger houses, more meat and processed food, cities and citizens do not stand a chance to lower their emissions and ecological footprints. Thus, brands' marketing and advertising must be strictly regulated, especially during “peak consumption” moments like Black Friday, as part of the climate policy package city mayors should put in place.

<sup>1</sup> <https://www.overshootday.org/how-many-earths-or-countries-do-we-need/>

<sup>2</sup> Chapter 8 8-4 (p.1349) Lwasa, S., K.C. Seto, X. Bai, H. Blanco, K.R. Gurney, S. Kilkiş, O. Lucon, J. Murakami, J. Pan, A. Sharifi, Y. Yamagata, 2022: Urban systems and other settlements. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.010

<sup>3</sup>

[https://www.c40knowledgehub.org/s/article/Consumption-based-GHG-emissions-of-C40-cities?language=en\\_US](https://www.c40knowledgehub.org/s/article/Consumption-based-GHG-emissions-of-C40-cities?language=en_US)

<sup>4</sup>

<https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html#:~:text=News-.68%25%20of%20the%20world%20population%20projected%20to%20live%20in%20area%20by%202050%2C%20says%20UN&text=Today%2C%2055%25%20of%20the%20world's.increase%20to%2068%25%20by%202050>

*“The shocking images of amassing crowds that we see more and more at shopping malls around the world, during Black Friday, Día Sin Iva, Singles Day are alarm bells that must wake us up to how brands have taken over our lives and turned us from “humans” to “consumers”. We are **not** what we own. Our identity and self worth should not be defined by material possessions, despite what the latest TV commercial or influencers post on Instagram tells us. Overconsumption of goods and services is driving us to extinction, by exacerbating the climate and nature crisis. We can take our destiny in our own hands if city mayors start seriously acting for the climate and we start consuming “less and better.”* said Celia Ojeda-Martinez, biodiversity and consumption co project leader, Greenpeace Spain.

## **Urbanization and its impact on emissions and nature.**

There is a relationship between the growth of urban areas and the increase in GHG emissions. Between 2015 and 2020, total consumption based emissions in cities grew from some 24.5 GtCO<sub>2</sub>-eq, 62% of global emissions (2015), to some 28.5 GtCO<sub>2</sub>-eq, 67-72% of global emissions (in 2020)<sup>5</sup>. **Around 100 of the highest GHG emitting cities account for roughly 18% of the total global carbon footprint.**<sup>6</sup>

**Looking at per capita emissions data, between 2000 and 2015, GHG emissions generated per person increased 11%,** from 5.5 to 6.2 tCO<sub>2</sub>-eq/person. Individuals living in cities in the developed countries produced nearly seven times more per capita emissions than people living in the lowest emitting regions.<sup>7</sup>

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<sup>5</sup> The calculations exclude aviation, shipping and emissions from living organisms e.g. volatile organic compounds produced by plants and animals

<sup>6</sup> Chapter 8 8-4 (p.1349)

Lwasa, S., K.C. Seto, X. Bai, H. Blanco, K.R. Gurney, S. Kilkiş, O. Lucon, J. Murakami, J. Pan, A. Sharifi, Y. Yamagata, 2022: Urban systems and other settlements. In IPCC, 2022: Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.010

<sup>7</sup> Chapter 8 8-4 (p.1349)

Lwasa, S., K.C. Seto, X. Bai, H. Blanco, K.R. Gurney, S. Kilkiş, O. Lucon, J. Murakami, J. Pan, A. Sharifi, Y. Yamagata, 2022: Urban systems and other settlements. In IPCC, 2022: Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.010

According to the IPCC AR6 WGIII report<sup>8</sup>, increases in urbanization around the world will also increase GHG emissions with land use change from agriculture and forest (and consequent impacts on nature and biodiversity).

For example, between 1975 and 2015, urban areas grew in size by 2.5 times and accounted for 7.6% of global land area. Almost 70% of expansion of cities took place in Asia and North America (between 1992 and 2015).<sup>9</sup>

The phenomenon of rural-urban migration will continue and accelerate in developing countries, while it has remained stable in Europe. For instance, between 1975 and 2015, urban areas in Europe doubled in size but the population remained more or less constant. In Africa, built-up areas grew approximately fourfold, while the urban population tripled. In terms of future projections, between 2000 and 2050, if current population densities in cities remain stable, the expected increase in urban areas in developed countries is expected to rise by 30% and triple (300%) in developing countries.<sup>10</sup>

If we look at past trends, urban areas are likely to expand onto agricultural land and forests, with potential loss of carbon stocks and sequestration.<sup>11</sup> For instance, between 1992 and 2015, some 70% of global urban expansion took place on formerly agricultural land, grasslands (some 12%) and forests (some 9%). If urban expansion continued at this pace through 2040, it may lead to the loss of almost 65 Mtonnes of crop production, with impacts on food security globally<sup>12</sup>

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<sup>8</sup> [https://report.ipcc.ch/ar6wg3/pdf/IPCC\\_AR6\\_WGIII\\_FinalDraft\\_FullReport.pdf](https://report.ipcc.ch/ar6wg3/pdf/IPCC_AR6_WGIII_FinalDraft_FullReport.pdf)

<sup>9</sup> Chapter 8 8-31 (p.1376)

Lwasa, S., K.C. Seto, X. Bai, H. Blanco, K.R. Gurney, S. Kilkiş, O. Lucon, J. Murakami, J. Pan, A. Sharifi, Y. Yamagata, 2022: Urban systems and other settlements. In IPCC, 2022: Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.010

<sup>10</sup> Chapter 7 7-30 (p. 1190)

Nabuurs, G.-J., R. Mrabet, A. Abu Hatab, M. Bustamante, H. Clark, P. Havlík, J. House, C. Mbow, K.N. Ninan, A. Popp, S. Roe, B. Sohngen, S. Towprayoon, 2022: Agriculture, Forestry and Other Land Uses (AFOLU). In IPCC, 2022: Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.009

<sup>11</sup> Chapter 8 8-5 (p.1350)

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<sup>12</sup> Chapter 8 8-34 8-35 (p.1379-1380)

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GHG emissions could be reduced 23-26% by 2050, compared to the business-as-usual scenario, if cities planning integrated higher densities of residential and employment buildings together, mixed land use and maximized the amount of residential, business and leisure space within walking distance of public transport. This would achieve compact cities, with shorter distances between housing and jobs, and support a shift from private cars towards walking, cycling and shared low-emission public transport, passive heating/cooling in buildings and urban green infrastructure, which in turn could provide public health benefits and lower GHG emissions.<sup>13</sup>

## How (over)consumption and high carbon lifestyles impact emissions

The richest people in the world (10% of the population who earn more than USD 23.03 per person per day) are responsible for 36-45% of global GHG emissions. Two-thirds of of this 10% segment of the global population live in high-income countries and the other third in emerging economies<sup>14</sup>. More disadvantaged groups in the bottom 50% of the global population (incomes less than USD 2.97 per person per day) are responsible for just 13-15% of emissions.<sup>15</sup>

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Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.010

<sup>13</sup> Chapter 8 8-6 (p.1351)

Lwasa, S., K.C. Seto, X. Bai, H. Blanco, K.R. Gurney, S. Kilkiş, O. Lucon, J. Murakami, J. Pan, A. Sharifi, Y. Yamagata, 2022: Urban systems and other settlements. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.010

<sup>14</sup> **Chapter 2 Page 2-7 (p.319)**

Dhakal, S., J.C. Minx, F.L. Toth, A. Abdel-Aziz, M.J. Figueroa Meza, K. Hubacek, I.G.C. Jonckheere, Yong-Gun Kim, G.F. Nemet, S. Pachauri, X.C. Tan, T. Wiedmann, 2022: Emissions Trends and Drivers. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. Doi: 10.1017/9781009157926.004

<sup>15</sup> **Chapter 2 Page 2-64 (p.376)**

Dhakal, S., J.C. Minx, F.L. Toth, A. Abdel-Aziz, M.J. Figueroa Meza, K. Hubacek, I.G.C. Jonckheere, Yong-Gun Kim, G.F. Nemet, S. Pachauri, X.C. Tan, T. Wiedmann, 2022: Emissions Trends and Drivers. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. Doi: 10.1017/9781009157926.004

The lifestyle consumption emissions of the middle income and poorest people in emerging economies are between 5-50 times below their counterparts in high-income countries<sup>16</sup>. For example, by some estimates, the top 1% of income earners globally could have an average carbon footprint 175 times that of an average person in the bottom 10%<sup>17</sup>. Low-income countries' per capita carbon footprints can be 30 times lower than those of wealthy nations.

The per capita carbon footprints are the following for different income groups:

- 1.6 tonnes CO<sub>2</sub>-eq per year for lowest incomes
- 4.9 tonnes CO<sub>2</sub>-eq per year for lower middle incomes
- 9.8 tonnes CO<sub>2</sub>-eq per year for middle incomes
- 17.9 tonnes CO<sub>2</sub>-eq per year for the highest incomes.<sup>18</sup>

While the emissions in low-income countries are mainly derived from essential services (shelter, low-meat diets etc); in rich countries, the main contributors to the high carbon footprints are: private road transport, frequent air travel, private jet use, meat-intensive diets, entertainment and leisure. The other major contributor is the embodied carbon in imported goods and services (aka consumption based emissions).<sup>19</sup>

<sup>16</sup> Page 2-7 (p.319)

Dhakal, S., J.C. Minx, F.L. Toth, A. Abdel-Aziz, M.J. Figueroa Meza, K. Hubacek, I.G.C. Jonckheere, Yong-Gun Kim, G.F. Nemet, S. Pachauri, X.C. Tan, T. Wiedmann, 2022: Emissions Trends and Drivers. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. Doi: 10.1017/9781009157926.004

<sup>17</sup> **Chapter 2 Page 2-67 (p.379)**

Dhakal, S., J.C. Minx, F.L. Toth, A. Abdel-Aziz, M.J. Figueroa Meza, K. Hubacek, I.G.C. Jonckheere, Yong-Gun Kim, G.F. Nemet, S. Pachauri, X.C. Tan, T. Wiedmann, 2022: Emissions Trends and Drivers. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. Doi: 10.1017/9781009157926.004

<sup>18</sup> **Chapter 5 5-26 (p. 777)**

Creutzig, F., J. Roy, P. Devine-Wright, J. Díaz-José, F.W. Geels, A. Grubler, N. Maïzi, E. Masanet, Y. Mulugetta, C.D. Onyige, P.E. Perkins, A. Sanches-Pereira, E.U. Weber, 2022: Demand, services and social aspects of mitigation. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.007

<sup>19</sup> **Chapter 5 5-26 (p. 777)**

Creutzig, F., J. Roy, P. Devine-Wright, J. Díaz-José, F.W. Geels, A. Grubler, N. Maïzi, E. Masanet, Y. Mulugetta, C.D. Onyige, P.E. Perkins, A. Sanches-Pereira, E.U. Weber, 2022: Demand, services and social aspects of mitigation. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.007

Strategies aimed at tackling demand of goods and services across sectors offer the potential to reduce GHG emissions globally between 40% and 70%. The greatest potential for *avoiding* emissions comes from reducing long-haul flights and providing short-distance low-carbon urban transport services.

The greatest potential to *shift* emissions comes from switching from animal proteins to plant-based diets<sup>20</sup>.

However, according to the IPCC experts, the focus of policies needs to be on high emitting segments of the population within countries, rather than only on those living in rich countries, because the top 10% of global emitters live on all continents and one third are from poor countries.<sup>21</sup>

### **A new type of consumption**

Cities must transition from temples of consumerism to environments where people are supported to reduce their consumption; where people perceive themselves as citizens not consumers; and where recycling is the last step in the long life of a product. Cities must promote new habits based on reuse and sharing, repairing and swapping, with access to workshops and swap-shops in every neighborhood. This would slow the pressure on raw materials and decrease waste, and of course reduce GHG emissions, pollution and destruction of nature. **Mayors need to take bold steps to create policies that promote this type of new consumption.**

### **What can urban administrators and citizen do:**

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#### <sup>20</sup> **Technical Summary**

TS (Technical Summary). 5.8 Demand-side aspects of mitigation  
 IPCC AR6 WGIII Technical Summary, Section 5.7  
 TS-98 p. 162

M. Pathak, R. Slade, P.R. Shukla, J. Skea, R. Pichs-Madruga, D. Ürge-Vorsatz, 2022: Technical Summary. In: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.002

#### <sup>21</sup> **Chapter 5 5-26 (p. 777)**

Creutzig, F., J. Roy, P. Devine-Wright, J. Díaz-José, F.W. Geels, A. Grubler, N. Maïzi, E. Masanet, Y. Mulugetta, C.D. Onyige, P.E. Perkins, A. Sanches-Pereira, E.U. Weber, 2022: Demand, services and social aspects of mitigation. In IPCC, 2022: *Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change* [P.R. Shukla, J. Skea, R. Slade, A. Al Khourdajie, R. van Diemen, D. McCollum, M. Pathak, S. Some, P. Vyas, R. Fradera, M. Belkacemi, A. Hasija, G. Lisboa, S. Luz, J. Malley, (eds.)]. Cambridge University Press, Cambridge, UK and New York, NY, USA. doi: 10.1017/9781009157926.007

**Greenpeace calls on city mayors to:**

- Priority is given to ensure no one is left with basic needs unfulfilled: housing, mobility, healthcare, food, education and culture and a healthy environment.
- Withdrawal of public support from economic activities that encourage overconsumption, along with reduced overconsumption, promotion of reuse and sharing initiatives, and increasing local production to increase community resilience to economic shocks.
- A shift in public space towards arts, culture and activities which bring us together, with less public space sold to corporations. This includes investments and popular support for socially-beneficial infrastructures and the people working in them (libraries, sports centers, urban farms, public and farmers markets, theaters, youth centres, elderly care centres and homeless shelters)
- Make city systems and governance more socially, ecologically and economically resilient to sustain current and forthcoming shocks
- Shift municipal public procurement policies from sourcing climate and biodiversity polluting products, like meat, plastics, industrial food, combustion engine vehicles, to more sustainable alternatives like plant based food, reusable packaging, shared bikes and vehicles, and green cargo and service vehicles.
- Ban advertising and sponsorship that promotes consumerism in general, and by industries driving the climate crisis in particular (such as fossil fuel companies, meat/junk food, automotive, fast fashion and plastics).
- Invest in public awareness campaigns that promote climate friendly lifestyles, like eating less meat, buying less things, cycling to work etc.
- [Lower Municipal Business rates](#) for goods produced in cities for the consumption of the local populations, for repairs companies and incentives for young makers to start small businesses and micro-manufacturing.
- Increase the amount of “makers districts” vis a vis shopping malls, to create better jobs, revive disadvantaged neighborhoods, incentivise repairing and “less/better” consumption ( over fast and compulsive shopping).

**Greenpeace calls on citizens to:**

- Reduce: significantly reduce your consumption. Ask yourself if you really need a new product. Even if your purchases have the word “green” or “organic” on them, the most sustainable thing of all is not to buy if you don't need it. In this

way neither resources of the planet are spent nor emissions are released when manufacturing, transporting, wrapping, or using these products.

- Repair: Before you buy something new, see if you can fix what you already have or no longer works. Although repairing in some cases has a somewhat lower cost than buying something new, keep in mind that this is not the only thing that matters: if you repair, you give that money to repair shops in your neighborhood, and you eliminate the emissions and extraction of resources that buying something new.
- Reuse:
  - Buy Second Hand: Another perfect alternative to avoid the negative consequences of consumption. Both physically and digitally, second-hand stores or platforms give us the possibility of obtaining products that we need without harming the planet
  - Exchange: If you are tired of having that item at home that you no longer use or are going to use hanging around, exchange it for something in good condition that you do like and that you are going to use! This is not the only way to establish connections between people in the neighborhoods, but we avoid buying new things, reducing the emissions from our consumption.
  - Buy Local: Finally, if we really need to buy something new, go for the stores in your neighborhood instead of big polluting brands! Have you looked at the clothing stores, hardware stores, electronics stores or beauty stores in your neighborhood before going to the typical ones that we all already know? Bet on keeping your neighborhood alive with all kinds of shops.
- Buy smart, buy thinking on your planet. Citizens must be increasingly aware that each purchase sets a process in motion, and one must carefully choose how much to buy and what to buy.

Greenpeace is an independent global campaigning network that acts to change attitudes and behavior, to protect and conserve the environment and to promote peace. We do not accept donations from governments, the EU, businesses or political parties. Greenpeace has over three million supporters, and 26 independent national and regional organizations with offices in more than 55 countries.