The consumer society or the detour of Man from nature

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Guillaume Dubroca

Werra

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Fascinated by climate and environmental issues which are more and more prevalent today, **Guillaume Dubroca** decided to follow the Master 2 Risk, Security and Conflict Management at the University of Paris Nanterre. This course allowed him to benefit from analysis tools to try to conceive solutions to environmental situations and events at risk.

The statements made by the author are his own responsibility

INTRODUCTION

The prosperity of the interconnected society of appearance, the almost unconscious consumerist compulsiveness of individuals and the intensification of hyper-globalization, source of waste and CO2 emissions, shows us that we are living in an existential contradiction. Indeed, it is the globalized and constant economic activity, in its predatory form, which feeds the society of overconsumption and consequently endangers the future humanity. Consumption has become a real problem to be taken into account. It is at the heart of the new conflictualities that govern society because the current state of energy and raw material consumption modes have irreversible consequences on the environment. We must be aware of the weaknesses of systems based on the externalization of production sites in relation to distribution and consumption sites. With the covid-19 pandemic, people have changed themselves. They have changed their way of living and consuming. The observatory of utopian perspectives has indeed, in a survey of 2019, transcribed this mutation by identifying four main trends of consumption: 21% of the respondents want to consume more, 23% are satisfied with their current consumption, 20% have the will to consume as much but better and finally 36% declare wanting to consume less but better. We can see that consumers are becoming more aware of their behavior and practices, which they did not consider to be sufficiently in line with the preservation of the environment and their values. But this awareness is still insufficient to meet the expectations of the Cop21. A French person emits about 11 tons of CO2 annually by consuming whereas it should rather be at 2.8t for the high hypothesis and 1.6t for the low hypothesis. If we continue like this, the average consumption of a French person cannot be in line with a pro-environmental and clean energy policy. In this way, millions of individual and public decisions will have to be taken, they will be real Gordian knots to be decided. This article is an opportunity to understand the mechanisms of the society of overconsumption and its psychological impact, to identify the life cycle of common electronic and textile products and their environmental and energetic impacts in order to orient behaviors. But also to try to conceive solutions through a series of recommendations.

Consumption and its energy footprint

Consumption, its different dimensions and characteristics

The consumer society was born during the industrial revolution in the 19th^{ème} century and spread throughout the world along with capitalism. This globalization is driven by advertising and marketing techniques that have provoked an enormous insatiable need in Man to consume unnecessary products and services. Consumerism gives a capital place to consumption which has become a way of defining us and is part of our identity. Over the last 40 years, food, household appliances and clothing have seen their prices greatly reduced to meet the satisfaction of consumers whose purchasing power has greatly increased.

More precisely, according to the website of the Ministry of[1] the Economy "consumption refers to the fact of consuming goods and services, generally with the aim of satisfying needs or desires" There are two forms of consumption:

- The one concerning rival goods, these are goods or services that can be consumed only by one individual.
- The one concerning non-rival goods, which are services or goods intended to be consumed by several people.

In economic terms, consumption is opposed to savings. Indeed, the money supply that is not consumed is saved. It is the consensual act of companies, households or public administrations wanting to conserve their capital with the aim of carrying out future projects. Consumption differs from investment because by definition it seeks the destruction of the good or service thus consumed; whereas investment implies a plural use of the service and the good. One can thus attach to the concept of consumption, the notion of finitude, of ephemerality. Because in our current society of consumption, of overconsumption even, the products or services rendered perish quickly. The investments also do not last. They are renewed and savings plans are They are renewed and savings plans are shortened, framed and limited in time. Households are thus forced, in a way, to consume or invest.

The notion of consumption is intimately linked to trade, the country's economy and its performance. It is the companies and households that, by consuming products and services,

[1]Ministry of Economy, Finance and Recovery. "La consommation," (online: https://www.economie.gouv.fr/facileco/consommation; accessed December 1er2021).

contribute to the economic development of the country through expenditures involving widespread financing. Traditionally, they have been the main source of financial manna at the origin of growth in France. In 2019, consumption accounted for 52% of GDP[2] . French household consumption expenditures have been increasing steadily since 1949, with the exception of 2012 and 1993. Even if they are growing trendily, they vary according to governmental measures, the economic and social context, and political and ideological factors. For example, in 2019[3] , clothing and footwear accounted for 44.9 billion euros. "Housing, heating and lighting" for its part was estimated at 332.1 billion euros. Making him the first budget item of the French.

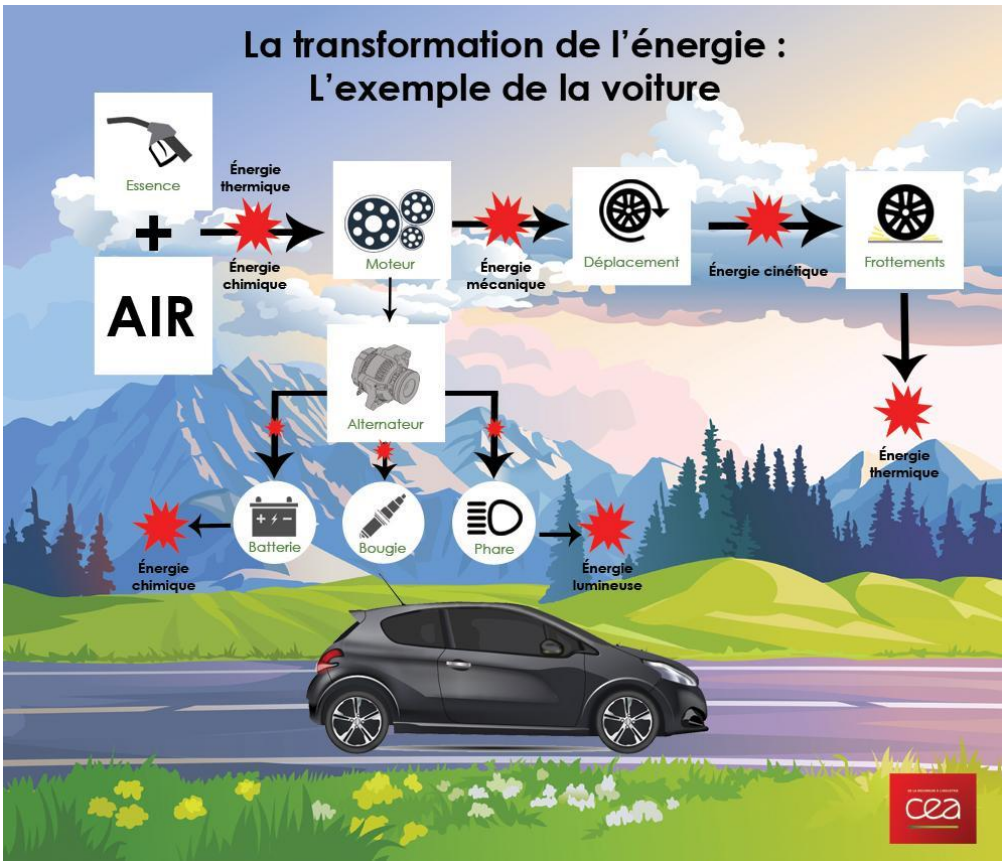
Understanding of the energy circuit

Energy, its definition and its different forms

Energy is constantly with us and can be found in many forms. It is in the engine of a car, in the air that influences the rotation of the blades of wind turbines or in the sun's rays that power photovoltaic panels. Energy is what causes actions (turning on a light, heating an object). This energy is measured by the joule. Energy is not to be confused with power. The power is the speed at which the energy is supplied. It is calculated in WATT. Energy is conserved, [4]it is neither destroyed nor created. This means that in a given system the total amount of energy does not change. Energy is always transmitted from one system to another in a different form.

Here is an example[5] of energy transformation with the case of the car:

[2] "Household Consumption - Finance for All," (online: https://www.lafinancepourtous.com/decryptages/finance-perso/revenus/consommation/consommation-des-menages/; accessed December 1, [er]2021).
[3] INSEE - Actual final consumption of households by function at current prices (In billions of euros)
[4] CEA RESEARCH, *[How does it work?] What is energy?* , Jan. 17, 2018, 2:32 (online: https://www.youtube.com/watch?v=BKfufXnupMA; accessed Dec. 1, [er]2021).
[5] transfers-energies-car1.jpg (992×850) (cea.fr)



There are several forms that energy can take:

- Electrical energy is related to electrical phenomena such as the circulation of particles within electrical currents,
- Thermal energy that produces heat,
- The mechanical energy that allows objects to be moved,
- The chemical energy is the energy coming from a chemical reaction, it is associated between the atoms constituting the molecules,
- Radiation or luminous energy that produces light,
- Or the muscular energy that makes the muscles work.

But there are also two main families of energy sources:

<u>Renewables:</u>

Renewable energies come from natural terrestrial or extraterrestrial elements that are continuously renewed. We find :

- Geothermal energy uses the heat from underground to heat water or generate electricity,

- Hydraulic power, which by the force of water activates the turbines of the power plants to produce electricity.
- Biomass is a source of energy thanks to organic matter of plant, animal, bacterial or fungal origin[6]
- Photovoltaic solar energy, which generates electricity by capturing the sun's rays with the help of solar panels or photovoltaic power plants,
- Wind energy, the energy from the wind whose motive force is used to move boats or transformed with the help of a wind generator device such as a wind turbine to generate electricity.

Fossil fuels:

Fossil energy comes from the raw materials found underground. It comes from the decomposition of organic matter which is transformed into hydrocarbons. It dates back millions of years. We find :

- Coal[7]. It is the cheapest fuel to exploit. Buried very deeply and under the pressure of the earth's layers and very high thermal temperatures, the buried organic matter is transformed into solid carbonaceous material and fuel.
- Gas. It is comes from the decomposition of microscopic living organisms (algae, plankton) and is captured in the porous rocks of the subsoil. It is in gaseous form. In oil fieldsIn oil fields, it is used as a fuel or in some power plants.
- Oil is transformed into fuel. It is a naturally occurring mineral oil composed of organic elements trapped in specific geological formations. It is used to run power plants and is used to make plastic.
- Fissile energy. It comes from elements whose atoms can be broken to release energy and heat. This element is uranium, which is used as fuel in the reactor of a fission nuclear power plant. Like gas, oil and coal, uranium will eventually run out.

The different stages of energy

The first stage of the energy cycle is the exploitation of primary energy which is raw. It is found in its "pure state" in the environment. Whether they are renewable or not, oil, wind or

[6] Related to mushrooms

[7] "Coal: formation, extraction, use, producing countries and key figures," undated (online: https://www.connaissancedesenergies.org/fiche-pedagogique/charbon; accessed December 1er2021).

uranium are primary energy sources. They are untransformed energy products that are exploited directly or imported. By being transformed, primary energy becomes secondary. Once it has been exploited and transformed, it must be transported to its place of consumption. This transport can lead to losses, especially when electricity is transported over long distances. Electricity is in fact a [8]"secondary energy obtained from several primary energies": nuclear energy obtained from reactors whose source is uranium, solar energy generated by photovoltaic power plants by capturing the sun's rays, etc. Thus, gasoline and biofuels obtained from petroleum or biomass are also secondary energies because they are transformed.

Final energy is the last stage in the energy transformation chain, when it is used by the consumer. This is when it becomes useful energy at the point of consumption. For example [9]"the conversion of electrical energy received from the grid into kinetic energy of the heat transfer fluid of the dishwasher".

Finally, the useful energy is the energy provided by the service sought after all the transformations and transport incurred. For example the light intensity of a lamp or the heat diffused in a room belong to the useful energy.

En résumé :

Énergie Primaire	×	rendement de conversion	=	Énergie Secondaire
Énergie Secondaire	×	rendement de transport	=	Énergie Finale
Énergie Finale	×	rendement d'utilisation	=	Énergie Utile

Calculation of the energy consumed in France

In order to calculate and compare these different sources of energy consumed, the measure tonne of oil equivalent (toe) was created. If we burn this ton, we obtain 42gigajoules, or 11,666 KWH (approximately the annual gas consumption for 3 people in an 80m2 home). This is the unit of energy used to make energy balances. In comparison, it would take about 13,000 toe to have 1 ton of enriched uranium and 0.321 toe for 1 ton of wood. However, to

[8] Discover & Understand - Energy (cea.fr)
[9] Knowledge of Energies. "Energy in all its forms". (Online in PDF format).

calculate the total consumption of a country like France, the toe is not enough, it must be converted into Mtoe, the megatonne of oil equivalent which corresponds to one million tonnes of oil equivalent. Even though the decision was made in 1973 to reduce France's energy dependence on fossil fuels through the construction of a nuclear power plant, France still depends on an energy mix in which fossil fuels cover 48.1% of primary energy consumption[10]. The carbon footprint, i.e. the release of greenhouse gases induced by the country's final domestic demand over one year, is composed of direct household emissions (cars and housing), emissions from foreign economic activity whose production is destined for French imports and finally emissions from domestic production. Thus in 2020 the carbon footprint is estimated at 552 million tons of CO2 equivalent. This conversion calculation was made in relation to the comparative table of fossil and renewable energy c02 emissions. The c02 released per ton of oil equivalent burned is calculated in kilograms of carbon equivalent. We find thus :

Fuel	C02 (kg) [11]	Emission toe [12]
Charcoal	1123	0%
Coke oil	1096	-2%
Heavy fuel oil	890	-21%
Domestic fuel oil	856	-24%
Petroleum gasoline	830	-26%
Propane gas	731	-35%
Natural gas	651	-42%

Identify the circuit and impacts of material consumption

The importance of consumer products and equipment in a household

Housing and transportation are the areas that have the greatest impact on the environment. The building industry is 50% dependent on fossil fuels and transportation is 95% dependent

[10] "Key energy figures - 2020 edition.pdf", online: Key energy figures - 2020 edition (developpement-durable.gouv.fr) (page 22)
[11] CO2 released per ton of oil equivalent burned in KG carbon equivalent
[12] Emission per toe compared to coal

on oil. But consumer products and capital goods within a household also represent a real environmental challenge. They can represent up to 25% of individual emissions of the French. That is to say ¼ of the emissions over a year. Remember that the carbon footprint of a French person is 11 tons of CO2 equivalent in 2018[13]. This calculation takes into account the consumption of French people but also that related to the import of goods and services. This note underlines that the carbon footprint of the French remains stable and therefore insufficient to respect the agreements of the Cop 21. Indeed, according to the IPCC report of 2018, which takes into account the evolution of the world population by 2100 and imposes an equal consumption of CO2 for each earthling, it would take a consumption of 2.8t for the high hypothesis and 1.6t for the low hypothesis.

According to an [14]IPSOS study in partnership with the public public authorities and ADEME, reveals that a French household has about a hundred pieces of electrical and electronic equipment (lights, telephones, washing machines, refrigerators...). It observes a difference according to the type of habitat. A house has 118 on average against 73 for apartments. 85% of these devices arrived new in the home, they are not second hand or used. They generally represent the latest generation of appliances on the market. New devices less than three years old are tablets, followed by small appliances, cameras and phones. Buying these products new leads to their diversification, feeds the system of overconsumption and encourages companies to programmed obsolescence.

It is very difficult to know today in detail for the consumer, what impacts these products (clothing and managers) have in terms of CO2 emissions or carbon weight and what raw materials they use. To better understand their environmental impact, Ademe has conducted a study [15]on 45 categories of frequently used equipment. To transcribe the ecological footprint and composition of all these household electrical, textile and clothing products, Ademe clothing products, Ademe used two indicators that quantify the "Resource" issues of the products studied through knowledge of their "Material Weight".

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[13] "The carbon footprint of the French remains stable," on *Statistical Data and Studies for Climate Change, Energy, Environment, Housing, and Transportation*, undated (online: https://www.statistiques.developpement-durable.gouv.fr/lempreinte-carbone-des-francais-reste-stable; accessed December 1, [er]2021).

[14] ECOLOGIC, "Electrical appliances in French homes (Study)," on *Ecologic France*, undated (online: https://www.ecologic-france.com/professionnels/collectivites-locales-et-bailleurs/les-appareils-electriques-dans-les-foyers-francais-etude.html; accessed December 1[er]2021).

[15] "Modelling and evaluation of the carbon weight of consumer products and capital goods" (ademe.fr)

Identify the product cycle and its impact

To choose and define the products, the selection was made on three criteria: representativeness on the market, the associated environmental issues and finally the available data which which generally concern the consumption of the product. To understand the complete life cycle of a product, this study mobilized six stages that can correspond to the product categories previously mentioned:

- "The production of raw materials (PM),
- PM supply,
- The shaping of raw materials,
- Assembly and distribution,
- The use of the finished product (including energy consumption),
- The end of life "

Ademe reminds us in this study that it is necessary to take a step back because the accuracy of the carbon weight of these goods is difficult to objectify. This is due to the lack of consistency and the small amount of data, particularly on the impacts of imported products, which is still little known and sensitive.

Concerning household appliances with a high electrical component:

This analysis shows that the first stage of production/extraction of raw materials generates the most emissions for each good, which contributes more to climate change. Indeed, extraction has tripled between the years 1970s and 2010. It went from 22 billion tons to 70 billion[16]. Products with a high electronic component (electronic cards, LCD screen) and their multiplication are responsible for a greater increase in CO2 emissions. For a 40-49 inch TV, its c02 equivalent[17]in raw materials is 41 kg for a total of 54 kilos. In the same way, the creation of larger devices (tablet-TV) Similarly, the creation of larger devices (tablet-TV) has a proportionally higher impact on the environment. The distribution phase is also significant for products that are transported by plane, particularly desktop computers, which represent 12 kilos of environmental impact. which represent 12 kilos of CO2 equivalent out of a total of 33 kg. Even if it is difficult to find data on the carbon footprint of the distribution of a product by

[16] "Global Raw Material Extraction Has Tripled Since 1970," undated (online: https://www.actu-environnement.com/ae/news/extraction-mondiale-matieres-premieres-triple-1970-27256.php4; accessed December 1, [er]2021).

[17] This unit of measurement is used in the context of a CO2 balance. This balance measures the quantity of greenhouse gases (GHG)**,** converted into CO2 equivalent (carbon dioxide)

sea freight, Greenly Earth estimates that this transport of goods is as much of a concern as goods is just as much of a concern as air travel. In 2018[18], the European maritime transport of goods and passengers produced more than 139 million tons of CO2, 80% of which was for goods (transport of i phones, flat screens...). The use of products with high power consumption or long life, such as video consoles, represents 6 kilos of CO2 equivalent for a total of 21 kilos.

According to a calculation that measures the average of the c02 equivalent in kilograms of each product that can be found in a household, it appears that the average is 26.08 kilograms of c02 equivalent. Note that each product is counted alone, that is to say that it is not representative of the number of appliances by product category that a household may have (telephones). In this way, as the previous study shows that each French household has about 100 electronic and electrical devices, their carbon weight is 2680 kilos equivalent CO2. That is to say about 2.7 tons of c02 emissions for only the electrical and electronic devices. Of course this calculation expresses a general idea of what the total of each life cycle of these devices in a household represents. Indeed, it is impossible to retranscribe the exact composition of the number of appliances of each category for each French household given the multitude of situations.

Concerning textiles, clothing and footwear :

Concerning these goods, the design and production phase of raw materials are the most emitting in c02. The choice of the raw material of the textile has an influence on the results. It is an extremely important data during the design and the purchase because the recycled raw materials (recycled cotton-polyester) have a lower environmental impact. Contrary to products with a high electronic electronic component, it is the shaping that represents the largest proportion in kilograms of CO2 equivalent. It represents at least 2/5 of its total carbon weight. For example, the shaping of a pair of cotton jeans represents 10 kilos of CO2 equivalent for a total of 23 kilos. Among all these clothes, it is the coat (average composition) which has more impact on the environment. Its carbon weight is 89 kilos of CO2 equivalent against 5 kilos for a cotton t-shirt. It emerges from this analysis that making these clothes last longer by repairing and maintaining them strongly reduces the impacts. The consumer is also

[18] "The Carbon Footprint of Freight Transport," undated (online: https://www.greenly.earth/blog/bilan-carbone-transports-marchandises; accessed December 1er2021).

advised to change his behavior by reducing the temperature of the wash for example. The study states that the fashion industry mainly emits carbon during the production of raw materials and the shaping. The environmental impact is even more important when we consider that 85% of the textiles produced end up in the trash. In this way, each French person throws away an average of 12 kilos of clothing, shoes and linen per year according to Ademe. While these clothes are mostly reusable or recyclable. This finding is all the more regrettable because in 2016 the purchases devoted to clothing, clothing plus shoes, represent 1230 [19]euros or 3.8% of household spending.

[19] "Les dépenses des Français pour leur apparence physique - Insee Première - 1628," undated (online: https://www.insee.fr/fr/statistiques/2550287; accessed December 1, [er]2021).

The society of overconsumption and its vices

At the origins of the society of overconsumption

The society of consumption through advertising and marketing techniques makes an almost insatiable need to consume unnecessary products and services. It creates a certain form of psychological dependence[20] which is similar to an addiction to compulsive purchases. Mechanically, we first seek pleasure, satisfied by the purchase of a product, which activates the reward circuits with dopamine. Thus, by this illusory satisfaction acquired by the dopamine, the mind will assimilate the purchase of a product with pleasure, making the consumer enter a vicious circle. By targeting the stimuli of the mind, the consumer society leaves little room for reflection and hindsight. This compulsive buying disorder is called oniomania. It was discovered in Germany at the end of the 19th ème century. According to the behavior generated by this compulsive practice, this state would come from a feeling of wanting to feel less alone and to give oneself the illusion of being someone special. But these purchases do not succeed in filling this feeling of lack. A marketing consultant, Guillaume De Germain, explains that in adolescence and early adulthood we are still early adulthood we are still searching for our identity. The easiest way to take a place in society is to make choices and the easiest one is to consume. This tendency is part of a material vision that wants the happiness of the human being to reside in the possession and the holding of a significant economic capital. A capital that would allow to interact as well as possible with the consumer society. But this tendency is also part of a philosophical vision towards the behavior of others.

The look of the others is a very important concept in our contemporary societies where the image and the representation occupies a very important place and within which we are all confronted with the look of the others. "Hell can only be other people because they are the most important thing in us even for our own knowledge of ourselves. With this quote, Jean Paul Sartre, thinks that by interacting with others one becomes the object of a consciousness other than his own, an external consciousness. By meeting the glance of another person, we become aware that it is not any more our own conscience which reigns, we become then an element of the world whose conscience of the other is the center. To be is not to know oneself

[20] "Psychology: More consumption, less happiness.", undated (online: http://psychologie.psyblogs.net/2012/05/plus-de-consommation-moins-de-bonheur.html; accessed 1er December 2021).

from the outside. We almost never have a complete perception of our body. Thus, under the glance of others, the situation escapes us since the other has a point of view on us even that we do not have. The other puts a pressure on each of us, a pressure to be. A pressure to be is the desire to appear in a certain way in the eyes of the other. We want to master our image to appear in the best way in front of others. And in a certain way, we need a judgment, that is to say an assignment, a reference to define us. In this way, as explained before, in adolescence and early adulthood, women and men look for their own identity with which they can define themselves. And the image of one's own identity that appears in the first place is the appearance and the possession. That's why, by the way we dress and the way we buy, we try to fit in the codes and the norms wanted by the consumer society in order not to appear marginal and asocial and by extension to seek the approval of others. By this observation, the look of others would become the window of a society dictating our appearances. Man needs to show that he enjoys material comfort in order to have the recognition of others, this is what the current society has made of us.

But by dint of its development and the way it influences consumer thinking, this society is in real opposition to sustainable development, because the latter aims to guarantee an increase in the well-being of communities without damaging that of future generations. But the current level of production of goods added to their diffusion by the strong globalization of exchanges strongly harms the environment and consequently threatens the future generations.

The environmental consequences of this society of overconsumption

The society of overconsumption pushes consumption by producing more and more collections, new products or models that do not necessarily meet the expected demand. This means that tons of textiles and electronic objects end up in the garbage dump or in the bulky waste collection, with an environmental impact approaching 90% without having been used. After the food industry, it is the textile and electronic stores that practice the same thing while the environmental crisis and the purchasing power are prevalent. It is estimated that more than 650 million [21]euros worth of new commercial products are thrown away or destroyed in France. Throwing away is commonplace in retail companies. In January 2020, Amazon

[21] "Waste: government declares war on unsold destruction | Public Senat," undated (online: https://www.publicsenat.fr/article/politique/gaspillage-le-gouvernement-declare-la-guerre-aux-destructions-d-invendus-141732; accessed December 1, [er]2021).

[22]would have thrown away or destroyed about three million unsold products in France. H & M [23]on its side burned tons of unsold clothes. According to the survey conducted by a documentary of France 2[24], 30 brands refused to express themselves on their practice of waste. A figure underlining the sensitivity of the subject and the reality of the threat. Some companies go so far as to impose on their distributors not to sell their products second-hand, which forces them to throw them away or sell them. The e-commerce sector resorts to the same practice, whether it is the leaders like Amazon or the independent sites that are proliferating today. Several are created every day and offer products that are always cheaper and sometimes of increasingly poor quality. With the refund policies, the context or the season, it has become less costly to destroy them than to ship them back to where they were made. For companies, giving away these unsold products or recycling them would require a lot of extra work from their employees.

Finally, the current state of consumption patterns and exploitation of raw materials has irreversible consequences on the environment. Pollution, the continued exploitation of fossil fuels, the intensification of trade flows, the increase in emissions from international transport in France (which have risen by nearly 50% since 1990 to reach 24.4 Mt CO2e in 2019) are phenomena that should be considered as warnings about our consumption patterns. They call on us to consume less and better while preserving ecosystems. This turn in which This turn in which Western societies are stuck is revealing of the hyper-globalization and its anomalies which cannot espouse a pro-environmental policy, energetically clean and beneficial for the French consumers. In line with this conclusion, recommendations can be presented and desired from various actors. Here are some of them:

Recommendations:

Statewide:

- Encourage and legitimize citizen participation in the preservation of the environment through the exemplarity of companies in this field.

[22] "Amazon group accused of destroying more than 3 million new objects last year in France," undated (online: https://www.francetvinfo.fr/internet/amazon/le-groupe-amazon-accuse-d-avoir-detruit-plus-de-3-millions-d-objets-neufs-l-an-passe_3141717.html; accessed December 1er2021)

[23] "H&M accused of burning 12 tons of unsold clothing per year," undated (online: https://www.lefigaro.fr/societes/2017/10/31/20005-20171031ARTFIG00012-hampm-accuse-de-bruler-12-tonnes-de-vetements-invendus-par-an.php; accessed December 1, er2021).

[24] TOUT COMPTE FAIT, *Intégrale: Gaspillage, le scandale de la sur-consommation*, 18 September 2020, 0:15 (online: https://www.youtube.com/watch?v=vSbTyp5Sq7E; accessed 1erDecember 2021).

- Encourage the creation of companies that accelerate and facilitate the zero waste transition of other companies. This offers them a positive CSR impact. Today only 20% of unsold goods are given to associations.
- To guide consumers towards an energy choice that respects themselves and the environment.
- Implementing a policy of deconsumption of fossil fuels.
- Implementing support policies to insulate housing, a necessary feature to reduce energy consumption.
- Take into account household incomes so that everyone has access to products that respect environmental standards.
- To be clear and precise on the composition of the products in order to give confidence to the consumers.
- To make a communication to be better informed of the reflexes to adopt and the modes of use of these products.
- Adapting industrial strategies in France.
- Communicate and raise awareness among households about the climate footprint of the products they consume at the international level.

At the international level:

- Pricing raw materials at the time of their extraction and use "to reflect the associated social and environmental costs and to aim at reducing their consumption".
- With the COVID-19 pandemic, countries have the opportunity to implement recovery plans that will reverse current trends and change our consumption and production patterns toward a more sustainable future
- Within the European Union, promote measures to reduce imported emissions.
- Introduce an indicative ceiling for international transport.

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