

Consumer Habits and Their Environmental Impact

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The Culture of Consumption in the 21st Century

We live in an era of **hyper-consumption**.

Consumption is not only economic — it's cultural
"You are what you buy."

Brands and influencers promote excess as freedom and identity.

Everyday products are marketed as “solutions” to emotional needs.

Companies create artificial demand and **shorten product lifespans**.

Fast Fashion – Cheap Clothes, High Emissions

Contributes **8–10% of global CO₂ emissions.**

Consumes vast amounts of water and uses toxic chemicals.

60% of fabrics are plastic-based — made from fossil fuels.

Over 90 million tons of textile waste annually.



Greenwashing – The Myth of Sustainable Consumption

Many companies falsely market products as “green,” “eco,” or “carbon-neutral.”

Greenwashing is the practice of appearing environmentally friendly while continuing harmful practices.

Oil companies promoting renewable energy while expanding drilling.

Fashion brands like H&M or Zara offering “conscious collections” made from synthetic materials.

Consumers are told *“you can shop your way to sustainability”* — but this is a myth.

The Carbon Footprint Trap – How BP Shifted the Blame

01

In 2004, **British Petroleum** launched a global “carbon footprint” campaign.

02

It introduced online tools to calculate your personal emissions.

03

The strategy made climate change feel like a **personal lifestyle problem**, not a political or industrial one.

04

BP continued oil expansion while suggesting you turn off your lights.



Who Is Truly Responsible?

- UNEP Emissions Gap Report 2020:
 - The **wealthiest 1%** emit more than **twice as much** as the poorest 50%.
 - **G20 nations** account for 78% of global emissions.
- Systemic issues:
 - Corporate lobbying, fossil fuel subsidies, tax avoidance.
 - Policies made by and for elites.

What Needs to Change



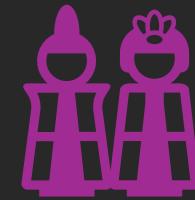
Support regulation



**Vote with your wallet
and ballot**



**Organize and
pressure institutions**



Shift narratives